

1911

1936

# *Transcona Silver Jubilee*



**JUNE 22-27 1936**

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THIS  
HISTORICAL BOOKLET

Published on the occasion of

TRANSCONA'S SILVER JUBILEE  
CELEBRATION

JUNE 22 to 27, 1936

By

Transcona Board of Trade  
HISTORICAL BOOKLET COMMITTEE

Comprising the following:

M. J. G. McMULLEN, PRESIDENT  
(Chairman)

J. M. McGOWN

W. F. G. HUGHES

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# A Message from the Committee who Conceived and Prepared this Booklet



J. M. McGOWN



M. J. G. McMULLEN



W. F. G. HUGHES

**T**HE idea of publishing a booklet commemorating Transcona's Silver Jubilee originated at a meeting of the executive of the Board of Trade held on March 10th of this year.

The executive was quick to realize the permanent value of such a publication and the admirable opportunity its publication would present of demonstrating the value of a live Board of Trade.

When the "Celebration Committee" was organized and the idea was passed on to them, they also quickly recognized the value a properly prepared 'Historical Booklet' would be.

However, insufficient funds being available from the "Celebration Committee" or the Board of Trade exchequer, to finance an expensive undertaking of this kind, the booklet committee was confronted with the monumental task of not only collecting all the material for the booklet and looking after the details of planning and publishing it but also of being responsible for securing the necessary support to finance the enterprise through the solicitation of advertising and the sale of booklets.

Win or lose this complete responsibility the booklet committee agreed to accept and they were given full power and authority by the "Celebration Committee" to prepare and publish the booklet and be responsible for its outcome.

From a booklet that was originally planned to contain but 50 pages it has grown to 116 pages and contains photographic plates costing several hundreds of dollars.

Many seemingly insurmountable difficulties arose but with faith and determination and the sacrifice of a great deal of time and energy, they were faced and overcome, and the booklet has been published.

We hope the booklet will be well received by those who read it today; we hope the children of today will appreciate it in their adolescence and we hope that as the world moves on and those who celebrate the Silver Jubilee today have gone to their last reward, that our children's children will still keep and treasure this booklet for its intrinsic value and for the record it furnishes of the life of an active, Canadian community for a quarter of a century.

For the many friends our committee has made in the gathering of the material, for the words of encouragement that came when our course looked dark and gloomy, for the financial support received from our local business men and Winnipeg firms and to all those who have helped to make this "Historical Booklet" possible we express our heartfelt appreciation.

Signed:

HISTORICAL	}	M. J. G. McMullen, Chairman
BOOKLET		J. M. McGown
COMMITTEE		W. F. G. Hughes

# TRANSCONA SILVER JUBILEE

## PROGRAMME

### MONDAY, JUNE 22, 1936

Official Opening Ceremonies and Concert, Transcona Theatre at 8 P.M.

Speakers:

Hon. W. J. Tupper, Lt.-Gov. of Manitoba  
 Hon. John Bracken, Premier  
 Mr. Clifford Barclay, M.L.A.  
 His Worship Mayor Shannon, Transcona  
 Mr. M. J. G. McMullen, Chairman

(The above part of the programme will be broadcast over Radio  
 Station CJRC through courtesy of Jas. Richardson & Sons.)

The School Glee Club	Soprano Solos	Mrs Agnes Kelsey
Miss Hammond, Leader	Violin Solo	W. Thorburn
Greek Catholic Church Choir	Contralto Solos	Mary Lauder
Pianoforte Solo Lois Nugent	Dance	Doris Fraser
Male Quartette Messrs Cross, Carrick, Cuthbert, Disilets	Pianoforte Solo	Grace Dunlop
Reading Bernice Cable	Songs	F. C. Cross
National Dance, Ukrainian Group (Educational Hall)	Burlesque (Director Wm. Fawcett)	Ajax Club
Accompanists: Ann Moncrieff Hovey, Mrs. Barclay, Miss B. Paul, Miss M. Underhill and Miss A. Thorburn.		

### TUESDAY, JUNE 23, 1936

Band Concert (8 o'clock) at Park Circle Transcona Municipal Band

### WEDNESDAY, JUNE 24, 1936

Concert, Transcona Theatre, at 8.00 P.M.

Community Choir	Mr. Adam McGregor conducting
Pianoforte Solo	Alice Reynolds
Tap Dance	Lucille Paul
Soprano Solos	Mrs J. Steiner
National Dance	Polish Group
Songs	Mr. Harry Jones
Community Choir	Ladies' Section
Violin Solo	Robt Esselmont
Ukrainian Melodies by Ukrainian Labor Temple Group	Marion Belinski
Led by	
Comedy, by Yale Ave. Dramatic Society	
Directed by	Mrs. W. H. T. Peake
Vocal Trio	Mesdames Steiner, Cross and Barclay
Songs	Louis Pasts
Dance	Wm. Ryan
Contralto Solo	Phyllis McKibben
Reading	Alan Haigh
Songs	W. Robertson
Pianoforte Solo	Thelma Jones
Soprano Solos	Mrs. J. Steiner
Farce, by St. George's Dramatic Club	
Director	Mr. R. Angus
Accompanists: Mrs. M. C. Farhall, Mrs. M. Barclay, Miss B. Paul, Les. Barrett.	

### THURSDAY, JUNE 25, 1936

Big Parade. Starting from Cenotaph at 6.30 P.M. followed by Old  
 Time Dance at 9.00 P.M. at Can. Legion Hall.  
 Music by Mrs. W. McLeod's Orchestra.

### FRIDAY, JUNE 26, 1936

Road and Bicycle Races at 7.00 P.M.  
 Open Air Dancing on newly paved "Devil Strip"

### SATURDAY, JUNE 27, 1936

Caledonian Games, under the auspices of the Pipers and Dancers  
 Committee—Legion Fair Grounds, starting at 9.30 A.M.  
 Baseball Competition—G. Makarski and M. A. Jette, Committee.

# CELEBRATION COMMITTEE

## TRANSCONA SILVER JUBILEE

JUNE 22-27 1936



**WM. HAIGH**  
REP. SCHOOL BOARD



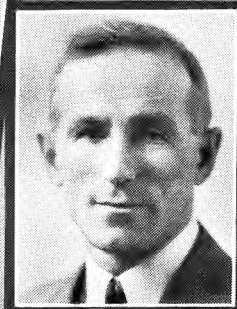
**A. PAUL**  
CHAIRMAN  
REP. BOARD OF TRADE



**DOUGLAS STUART**  
REP. TOWN COUNCIL



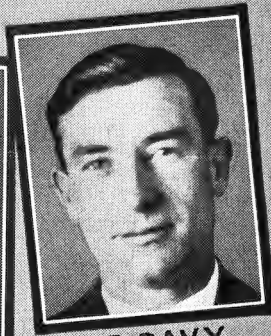
**M.A. JETTE**  
REP. SCHOOL BOARD



**GEO. MAKARSKI**  
REP. BOARD OF TRADE



**D. SOWDEN**  
SECRETARY



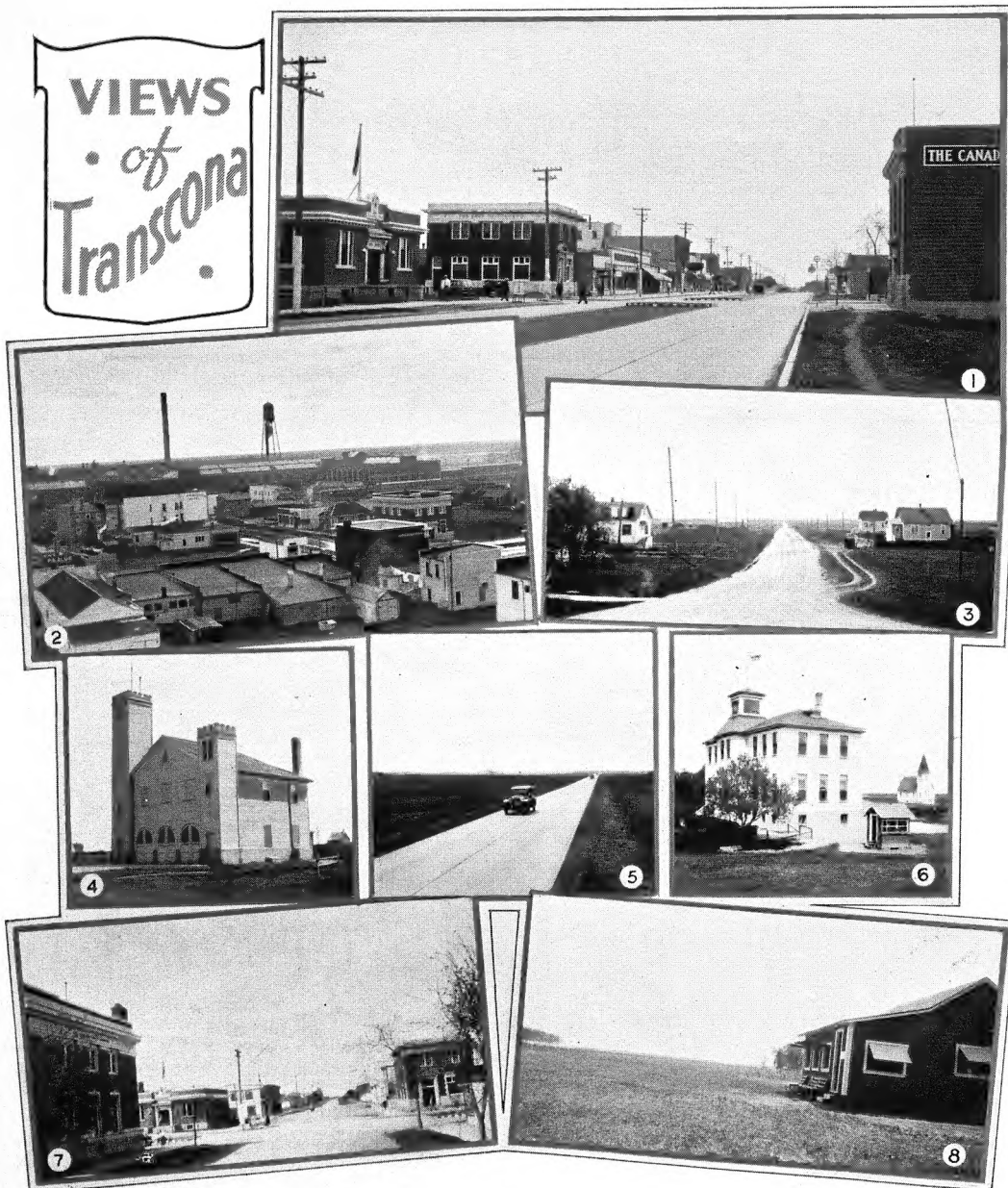
**S.R. DAVY**  
REP. TOWN COUNCIL

The above committee, comprising two members each of the Town Council, School Board and Board of Trade, respectively, has in its charge the various events and functions in connection with the celebration of Transcona's Silver Jubilee.

The members of the committee take this opportunity of thanking all citizens of Transcona and Winnipeg firms and individuals who, through their generosity, have assured the success of all phases of the celebration.



# VIEWS • of Transcona.



Photos by M. J. G. McMullen and A. Blum

1—Looking east on Regent. 2—The business district from the Municipal building tower. 3—Central Park, a rapidly developing suburb. 4—South side fire hall. 5—The \$135,000.00 paved highway to Winnipeg. 6—South Side School, showing church in background. 7—Bond street, looking north, showing the two banks, post office and North American Lumber Building. 8—The golf club and fairway.

# Transcona's Progress in the Quarter Century

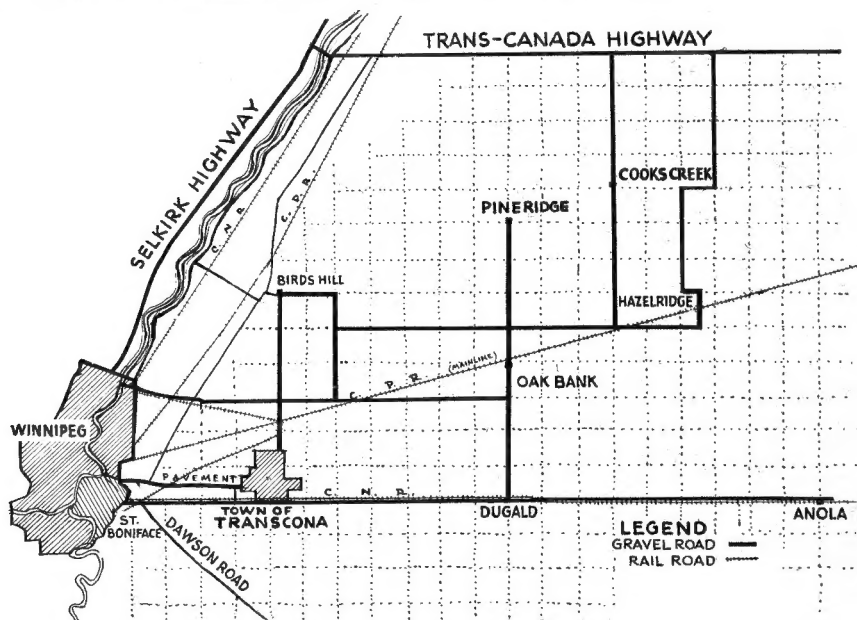
Twenty-five Years Have Witnessed Remarkable Development

## JUST WHERE WE ARE

*Transcona is seven miles east of the Winnipeg Post Office, and reached by a good all weather surfaced road, smooth concrete for almost the entire distance. It is the first station east of Winnipeg on the main line of the Canadian National Railways.*

**T**RANSCONA welcomes its visitors to its Silver Jubilee celebrations with all the vigor and pride of a town that has reached its maturity. Twenty-eight years or so ago it was a spot on the prairie, with hardly a tree to break the monotony of level stretches of rich agricultural land which, despite its productive value, possessed nothing of scenic beauty nor, to the casual eye held the slightest potentiality.

Then it happened. Executives of the Grand Trunk Pacific, operating the National Transcontinental Railway, under Dominion agreement, from Winnipeg east to Moncton, N.B., commenced to look for a site, reasonably close to Winnipeg, on which to build large railway shops. The present Town of Transcona met the requirements, 800 acres of land were purchased and erection of the shops commenced. A settlement soon followed.



The above map clearly shows the location of Transcona in relation to Winnipeg, St. Boniface, Dugald and Bird's Hill. A right turn at Louise Bridge leads the visitor from Winnipeg to the \$135,000.00 cement highway direct to Transcona.

**Transcona Board of Trade—"Working for Civic Progress"**

Today, Transcona is a thriving, optimistic town, with a population at the last census of something more than 5,300 people and an outlook on the world that comes from sane citizenship and well established faith.

#### **A Name Selected**

Naturally, at the outset of its career, the new settlement was lacking in almost everything that constituted a well regulated and organized community. Outside of blue prints for the railway shops, it hadn't even a name, but this difficulty was soon overcome. An abbreviation of the name signifying the scope of the new railway, "Transcontinental", became "Transcona", and this was found not only convenient but distinctive. It had the merit of commemorating the railway whose enterprise made the town possible, and also paid a graceful compliment to Lord Strathcona, who drove the last spike in the other great continent-spanning road, the Canadian Pacific.

#### **Active Development Begins**

Work on the railway shops, to cost \$6,000,000, and of a capacity to give employment to 5,000 men, commenced in June, 1909, with foundation excavation, and the shops were formally opened in January, 1913. But the commencement of the first work, naturally bringing a large force of workmen to the shop-site, was also responsible for the rapid development of a centre of population. Merchants flocked to Transcona, facilities were organized and although the town was not incorporated at that time an energetic Board of Trade was organized on February 10, 1911 and functioned in preparation for the day when the town should come into official and recorded corporate activity. Police and fire protection, schools and sanitation were required and these the Board of Trade set out to organize. When the town received its charter and was formally incorporated, on April 6, 1912, some of its civic institutions were already in existence.

Coincident with this rapid development Transcona experienced the biggest real es-

tate boom in its history. Subdivisions sprang up almost over night and real estate prices sky-rocketed to the high figure of \$125 per foot frontage. Town boundaries were established far in excess of requirements all in anticipation of the budding community becoming a second Winnipeg. The area of Transcona is 5,502 acres, or about eight and one-half square miles.

The first town election resulted in the choice of C. J. E. Maxwell as mayor, and at the first council meeting, held on May 22, 1912, the following were in attendance as the town's first councillors: C. G. Fieldhouse, A. Campbell, J. W. Gunn, P. Watt, O. Brodeur and M. Hall. A complete list of the men who have served Transcona as mayor or council members will be found elsewhere in this publication. The present chief executive, Mayor Shannon, was first elected to that office in 1932, was defeated the following year, but re-elected in '34-5 and '36.



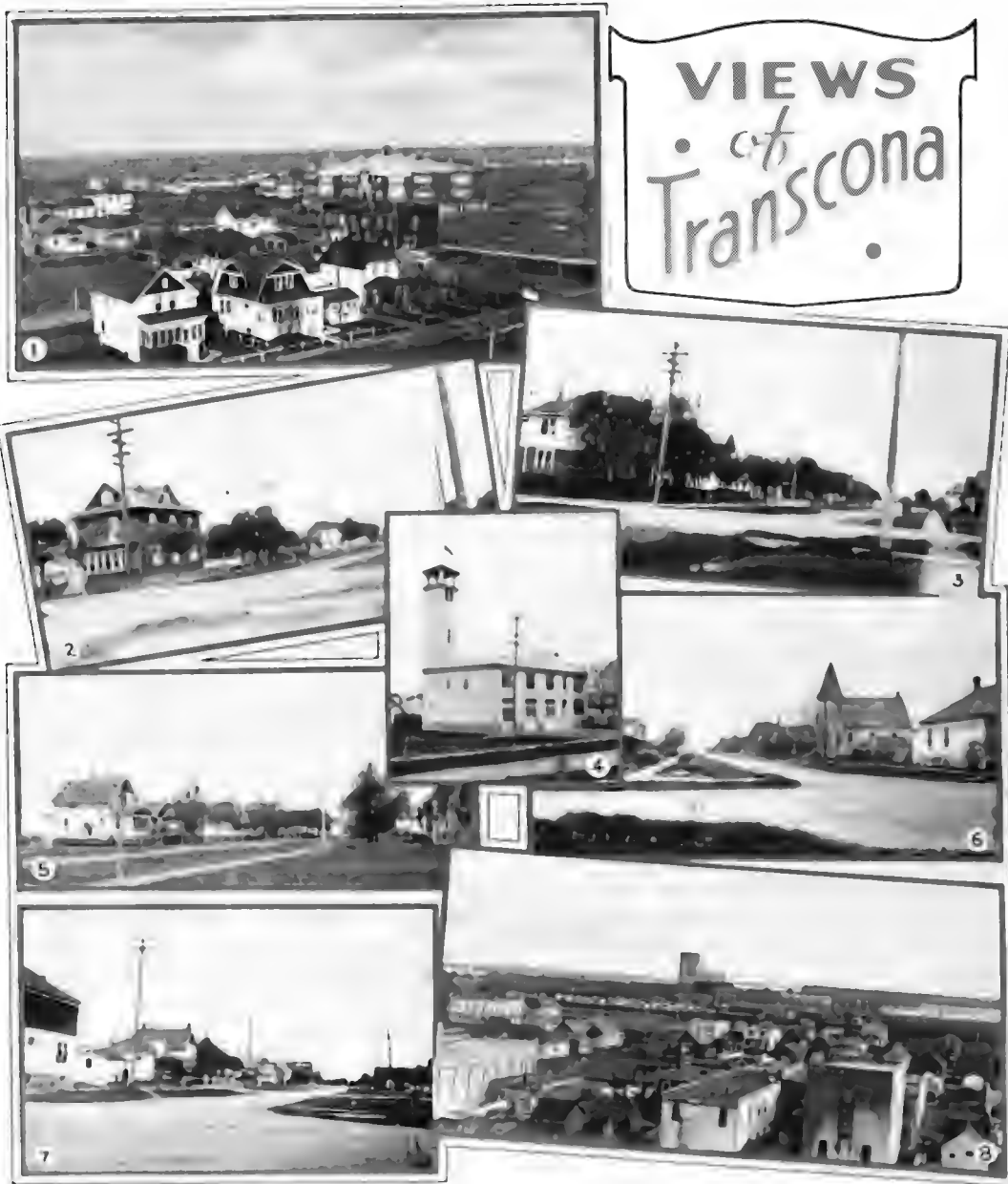
**C. J. MULLER**

Recently appointed a provincial school inspector, who acted as judge in the "History of Transcona" essay competition. Mr. Muller has been a popular and valued member of the Central School staff.

#### **Phases of Growth**

From the first, Transcona developed rapidly. With its industrial foundations deep rooted in the railway shops as the chief source of employment, other industries, collateral and otherwise, found the town a profitable and congenial location. Retail trade followed, town services developed, electric light and power from the City Hydro plant at Pointe du Bois coming in 1912, a sewage system in 1914 and the Shoal Lake water in 1918. Religious and cultural growth kept pace. Today the town has everything that the most modern towns in the country can boast of—and offers that much desired combination of a good community in which to work, live, or do business. Various phases of Transcona's development are dealt with in more detail in other departments of this booklet. Here it suffices to say that Transcona is a community of prosperous business houses, immense industries, comfortable homes, complete civic equipment, and, above all, happy contented people who regard the attainment





Photos by M. J. G. McMullen and A. Blum

1—Looking northeast from Municipal Tower. 2 — Ravelston from corner of Winona, looking east. 3—Rosseau from Winona, looking east. 4—Town hall and fire station. 5—Looking east on Whittier from Oxford. 6—A view of Yale avenue, looking west from Bond. 7—Rosseau from Bond, looking east. 8—Business district showing C.N. lumber yards and Malting Plant in the distance.

**BEST WISHES  
for the success of the  
TRANSCONA  
SILVER JUBILEE**

From

**SPRINGFIELD  
DAIRY**

M. GOREWICH, Proprietor

Dairy located one mile east of  
Oxford on Gunn Road

**Congratulations!**

to the Citizens of Transcona  
on the occasion of their

**25th Anniversary**



**A. MARUCA**

BARBER SHOP

Regent Avenue West

of the town's Silver Jubilee as a milestone in a career that promises even more abundant development in the years to come.

**Easy to Reach**

Transportation services and good roads are necessary to the success of any community. Transcona is now well provided with these, but in the early days, this was a problem. Muddy roads, sometimes impassible, made a visit to Winnipeg such an adventure that townspeople who risked it received notice in the newspapers of that day. With development, however, came the construction of a fine all weather \$135,000.00 concrete highway and now the Winnipeg Electric and the buses of the White Ribbon bus line provide regular half hour service to and from Winnipeg.

But Transcona is reaching out. While the C.N.R. shops provide the chief employment, there are other important industries, including the Canadian Pacific, with very large yards and a huge grain elevator in North Transcona, the Dominion Malting Company, Canada Creosoting Company, etc., each of which is made the subject of a special article. Schools, churches, fraternities and other community organizations will be found similarly treated.

**Comfortable Homes**

The real estate development of the town is worthy of attention. These are not "boom days," in any Canadian centre, but Transcona compares well with other towns of equal or even greater size. At the time of the town's incorporation it had a population of something more than 1,600, today it is in excess of 5,300. In its first year there were but few homes in the town, today there are 1,350 homes with more than 800 served with full sanitary and water facilities. Without wearying the reader with figures it may be said that the value of buildings in Transcona has increased four fold in the past few years while there is a correspondingly satisfactory increase in personal property.

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**Transcona Board of Trade—  
"Working for Civic Progress"**

# MOTORISTS!

You can get the best of modern auto service  
at  
**Transcona's Newest Garage and Service Station**



## **BOND AND REGENT**

(Near the Princess Hotel)

This fine garage and service station has just been completed  
and opened by

## **THOMAS HAMILTON**

known to motorists for years as a capable motor mechanic  
and battery repair expert.

Everything requisite to the best garage and service station  
equipment will be found here. All lines of electrical, mech-  
anical and tire service. The best work at the lowest price  
is our motto.

**Car Washing and Greasing - Gas and Oil**

**The Best of Workmanship**

## **HAMILTON'S GARAGE & SERVICE STATION**

(All materials for Hamilton's new garage and service station  
supplied by the North American Lumber & Supply Co. Ltd.)





This panoramic view of Transcona, taken in the year 1916, gives a good idea of the development of the community at that date. The picture was taken from the top of the Dominion Malting Company grain elevator in South Transcona. The large skating rink seen in the right of the picture was a popular resort at that time. The

Transcona people are sane and law-abiding. There is no serious crime. Here, to paraphrase Gilbert and Sullivan, "a policeman's lot is a happy one." In fact the police force is not as large now as at the time of the incorporation—but it is ample for all needs under the energetic and capable ad-

ministration of Chief Alex. Thom. The fire department, too, is well equipped for a community of the size; insurance rates are reasonably low, the health of the town is good, and the outlook bright. In fact in every respect Transcona is a thriving, happy Canadian community, viewing the past with

**GREETINGS TO OUR MANY TRANSCONA FRIENDS AND PATRONS  
ON THIS 25TH ANNIVERSARY**

**Do Not Sacrifice Quality for Price When  
Purchasing Bread**

**"Always Ask For Canada Bread"**

*"The Quality Goes In Before the Name Goes On"*

**CANADA BREAD COMPANY, LTD.**

PHONE 39 017

**CAKES - PIES - ROLLS - COOKIES - SWEET GOODS**



Photos by W. H. Girling

Queen's hotel, the White House, the Winnipeg Electric sub-station, and the C.N.R. shops are easily recognizable, while in the distance can be seen the eastern terminal elevator of the Canadian Pacific Railway.

pride and looking to the future with complete confidence.

Practically every line of commerce and industry is well represented in the Transcona of today. There are two banks, two lumber yards, the huge C.N.R. shops, G.P.R. elevator and terminals, a malting plant, creosoting

plant, millworking factory, eleven grocery and general stores, four hotels, four garages, a newspaper and job printing establishment, two hairdressing parlors and a mortuary establishment. There are also two public schools complete from the primary to the advanced grades.



WE WISH TO OFFER  
OUR CONGRATULATIONS  
TO TRANSCONA ON ITS  
SILVER JUBILEE

# White Ribbon Bus Lines

INEXPENSIVE Transportation that is SAFE, Dependable, COMFORTABLE

## A Friendly Neighborhood Store



John Pasta and his business associate, Miss Angela Guarino, believe that friendliness and service are important characteristics in a neighborhood grocery and confectionery store. That is one reason why their estab-

lishment at Madeline and Melrose enjoys a very large measure of the patronage of the district it serves. Another reason is the uniform good quality of the merchandise handled there. You're always at home at Pasta's.

### MARANDA'S BUS



Photo courtesy Mr. M. A. Jette.

This time honored vehicle will be remembered by Transcona old timers. In the town's first days it performed praiseworthy service between Transcona and Winnipeg when Transportation was not as easy as at the present time and the most direct route was to cut across the prairie. Ten passengers was considered the minimum for such a hazardous undertaking and come what may the genial pilot of the bus often refused to budge until the ten had been obtained.

### TRANSCONA'S HISTORICAL ESSAY COMPETITION

In connection with Transcona's Silver Jubilee the Board of Trade invited pupils of Central school to write essays on Transcona's history from the earliest days to the present, and offered a prize of Ten Dollars for the best essay submitted.

C. J. Muller, B. A. Tingley and G. H. Blackwell acted as judges of the contest, while D. A. Baxter, principal of Central school, cooperated to the fullest degree in making the contest successful. A number of essays were received, and all were creditable. The judges found George McKay's essay the best and awarded him the first prize. Elsie Kramble placed second and Fernie McGeachan, third. All three are pupils in Grade IX in Central school. Information contained in the essays proved valuable to the Historical booklet committee of the Board of Trade, and was incorporated in the article on Transcona's history, appearing elsewhere.

To the judges, Principal Baxter, and all competing pupils the Board extends its thanks.



# An Establishment Giving the Public of Transcona Two Channels of Service

The Transcona and Eastern Manitoba News is published each Thursday and is fast finding favor in the homes in the towns and villages of Eastern Manitoba, going as far north as Pine Falls and as far east as Ottermere, Ont. Its sole purpose is to publish a weekly newspaper that is of real value to its readers and advertisers.

*The Transcona <sup>and Eastern</sup> Manitoba News*

W. F. G. HUGHES, Editor

*"A Strictly Independent Weekly"*

Serving the Interests of  
Transcona and Eastern Manitoba

Printed and Published in Transcona

The plant is equipped to completely supply the people of Transcona with every form of requirement in printing and to execute it in a manner that will give entire satisfaction to their many patrons.

The staff have many years of experience in craftsmanship and all work is carefully handled to give complete satisfaction.

*The Reliance Press*

W. F. G. HUGHES, Prop.

COMMERCIAL PRINTERS AND  
PUBLISHERS

Publishers of  
The Transcona and Eastern  
Manitoba News

Corner Bond St. and Melrose Ave.

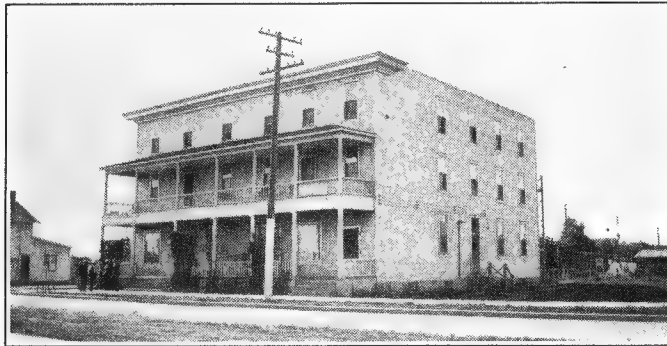
## Important Dates in Transcona's History

- |   |   |
|---|---|
| <p><b>1907</b>—Canadian Pacific builds railway through district.</p> <p><b>1908</b>—Grand Trunk Pacific decides on Transcona as location for railway shops and buys 800 acres of land. Name of Transcona adopted for future town.</p> <p><b>1909</b>—Hanley, Quinlan and Robertson start work on the excavation for the foundation of the new shops.</p> <p><b>1910</b>—January 1, first steel pillar raised in new shop building.<br/>Post office opened where Gander's news agency is now located.</p> <p><b>1911</b>—February 10, first Board of Trade organized.</p> <p><b>1912</b>—April 6, Town of Transcona receives its charter.<br/>November 12, Municipal offices and fire hall opened for public inspection. First electric light and power installed from Pointe du Bois.<br/>Central school opened.</p> <p><b>1913</b>—January 18, C.N.R. shops opened.<br/>April 10, Mayor of Transcona presents Morley Donaldson, vice-pres. of G.T.P. with golden key as memento of shop opening.</p> | <p>C.P.R. builds grain elevator and opens yards.</p> <p><b>1914</b>—Sewage system installed.</p> <p><b>1915-1918</b>—C.N.R. shops engage in manufacture of munitions.</p> <p><b>1918</b>—Shoal Lake water connection for Town. Transcona athletic organization organized.</p> <p><b>1919</b>—Biggest sports field day in Transcona's history held.</p> <p><b>1921</b>—Town's building permits reach all-time record of \$151,000.</p> <p><b>1926</b>—First locomotive built in C.N.R. shops; 33 have since been built there.</p> <p><b>1929</b>—Present post office built.</p> <p><b>1930</b>—Transcona Horticultural Society organized.</p> <p><b>1931</b>—\$135,000.00 cement highway opened between Transcona and Winnipeg.<br/>Board of Trade sponsors big celebration observance.</p> <p><b>1932</b>—Delegations bring Elma - Vivian road project to attention of Provincial Ministers.</p> <p><b>1936</b>—June 22-27, Transcona's Silver Jubilee celebrations held.</p> |
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## The Queen's Hotel

One of Transcona's First Buildings



"The Queen's," at Regent and Winona, has long been known to Transcona people and the travelling public as a comfortable, resident hotel. It was taken over by John Temple, tailor and furrier, in 1931. This

year the building was completely remodelled. Containing 60 rooms it is now thoroughly modern and houses every accommodation for the comfort and convenience of its guests. M. Franks is the popular resident manager.

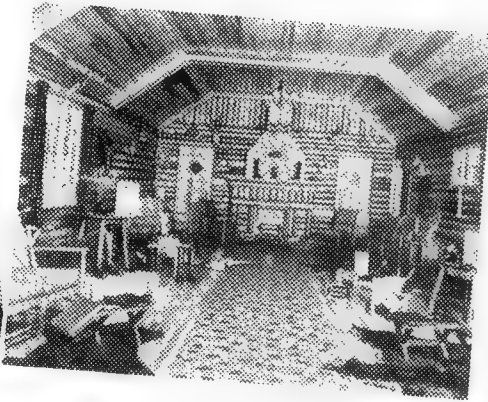
*New*

## **Log Cabin Annex**

*A Delightful Place to Make  
Footwear Purchases*



MAIN STORE



LOG CABIN ANNEX

The MacDonald Shoe Store, pictures of which appear above, will be found a cosy, comfortable place in which to shop. Particularly is this true of "The Log Cabin," built last year, and which occupies a space of 25 by 85 feet in the adjoining building, an annex of the main store. This cabin, built of "Tongue-Lock cedar logs," is attractive and unusual.

As will be seen from the photograph, this stained log siding has been made to make the effect that of the interior of a smart log cabin. Windows show the scenic outdoors, a warm fireplace, replicas of coal oil lamps, firearms, bear skin rugs, casual chairs, and fixtures are all placed in a way to delight the red blooded man.

Here a complete range of men's and ladies footwear is handled, specializing in the men's line manufactured by the J. Leckie Co. Limited, Vancouver.

In every department of our store we are always ready to serve you with the best the market affords at the most reasonable prices.

### **MacDonald Shoe Store Limited**

492-494 MAIN STREET (Just South of City Hall)  
WINNIPEG

*"You are as young as your feet"*

**"Tongue-Lock cedar logs" are supplied only by  
The North American Lumber & Supply Co. Ltd.**

# List of Past Mayors and Councillors

## TOWN OF TRANSCONA

- 1912**—Mayor, C. J. E. Maxwell.  
Councillors: M. Hall, C. G. Fieldhouse, P. Watt, A. Campbell, J. W. Gunn, O. Brodeur.
- 1913**—Mayor, Peter Watt.  
Councillors: F. C. E. MacKichan, C. G. Fieldhouse, Wm. Newman, Benjamin Kovnats, J. Mawby, G. E. Ferris, W. J. Amor, F. Yeoman.
- 1914**—Mayor, Peter Watt.  
Councillors: F. C. E. MacKichan, Chas. Alsip, Wm. Newman, G. Kovnats, J. Mawby, A. T. Swick, W. J. Amor, W. McFarlane.
- 1915**—Mayor, E. H. Bate.  
Councillors: F. C. E. MacKichan, G. Eson, Joseph Wild, B. Kovnats, D. H. Brewster, A. T. Swick, W. J. Amor, W. McFarlane.
- 1916**—Mayor, Peter Watt.  
Councillors: G. C. Jones, J. Edwards, W. Garrow, B. Kovnats, J. L. Brown, D. H. Brewster, W. J. Amor, C. Good-year.
- 1917**—Mayor, G. C. Jones.  
Councillors: J. Edwards, R. Somerville, W. Garrow, B. Kovnats, J. L. Brown, A. W. Campbell, D. James.
- 1918**—Mayor, G. C. Jones.  
Councillors: J. Edwards, W. Kernaghan, B. Kovnats, T. Coulter, A. T. Swick, W. Haigh, A. Campbell, R. Wright.
- 1919**—Mayor, D. H. Brewster.  
Councillors: A. R. Lyon, W. Kernaghan, E. J. Blais, R. P. Dockett, A. T. Swick, W. Haigh, A. Campbell, W. J. Amor.
- 1920**—Mayor, D. H. Brewster.  
Councillors: A. R. Lyon, W. Kernaghan, E. J. Blais, R. P. Dockett, A. T. Swick, W. Haigh, A. Campbell, J. Reeves.
- 1921**—Mayor, A. R. Lyons.  
Councillors: W. Kernaghan, C. Good-year, G. E. Olive, E. J. Blais, W. Haigh, W. Connor, J. Reeves, A. Campbell.
- 1921-1925**—Administrator: G. P. Campbell.  
Tax Collector: Chas. McK. Gray.
- 1925**—Suburban Board—  
Supervisor: W. C. McKinnell.  
Representative: J. Williamson.
- 1926-1927**—Supervisor: W. C. McKinnell.  
Representative: J. Williamson  
W. H. Middlehurst.
- 1928**—Mayor, J. Williamson.  
Councillors: W. Kernaghan, W. H. Middlehurst, M. Themann, G. More, J. W. Gunn, J. S. Jackson, W. P. Nicklin, J. Taggart.
- 1929**—Mayor, W. Haigh.  
Councillors: W. H. Middlehurst, W. Kernaghan, M. Themann, G. More, J. W. Gunn, A. Bate, J. Taggart, W. P. Nicklin.
- 1930**—Mayor, W. Haigh.  
Councillors: W. Kernaghan, G. More, W. H. Middlehurst, A. Bate, J. W. Gunn, A. Larche, W. P. Nicklin, J. Taggart.
- 1930**—Mayor, W. Haigh.  
Councillors: W. Kernaghan, W. H. Middlehurst, A. Larche, E. Lewis, J. W. Gunn, J. McDougall, W. P. Nicklin, J. Taggart.
- 1932**—Mayor, E. F. Shannon.  
Councillors: E. E. Buckby, H. J. Thompson, A. Larche, E. Lewis, J. W. Gunn, J. M. McDougall, W. P. Nicklin, J. Taggart.
- 1933**—Mayor, G. E. Olive.  
Councillors: E. E. Buckby, G. Rennie, A. Larche, W. Newman, J. W. Gunn, S. R. Davy, W. P. Nicklin, J. Taggart.
- 1934**—Mayor, E. F. Shannon.  
Councillors: W. Kernaghan, G. Rennie, A. Larche, W. Newman, J. W. Gunn, S. R. Davy, R. McGhee, J. Taggart.
- 1935**—Mayor, E. F. Shannon.  
Councillors: W. Kernaghan, D. M. Stuart, A. Larche, W. Newman, J. W. Gunn, S. R. Davy, R. McGhee, J. Taggart.
- 1936**—See opposite page.

# TRANSCONA

## *Town Council and Officials* 1936



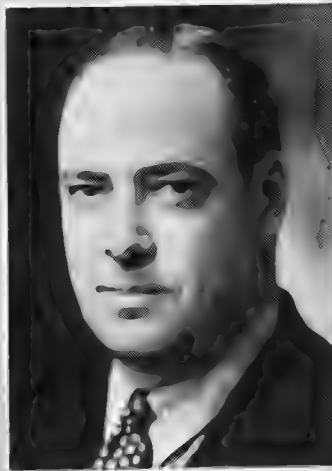
DOUGLAS M. STUART  
COUNCILLOR



J. TAGGART  
COUNCILLOR



S. R. DAVY  
COUNCILLOR



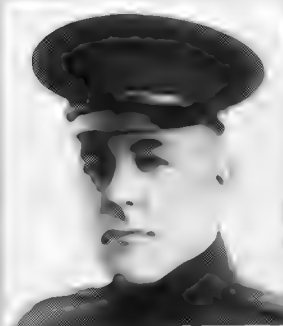
E. F. SHANNON  
MAYOR



W. NEWMAN  
COUNCILLOR



CHAS. M. GRAY  
SEC. TREASURER



ALEX THOM  
Chief of Police



ROBT. LIDGATE  
TOWN FOREMAN





**RT. HON.  
W. L. MacKENZIE KING**  
Prime Minister of Canada

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## Canada's Prime Minister Congratulates Transcona On Its Record of Progress

**I**T IS with real pleasure that I accept this opportunity to extend to the Board of Trade and to the citizens of the Town of Transcona my sincere congratulations on the completion of twenty-five years of activity.

During the years that have passed since the founding of Transcona, the people of that community have contributed much to the welfare and progress of the Province of Manitoba, and indeed, to the Dominion as a whole. There are few towns in Canada that can show so fine a record of continuous and productive activity.

It is indeed a privilege as well as a pleasure to congratulate the people of Transcona upon their past record and to wish them continuing and expanding opportunities for service in the years to come.

W. L. MacKENZIE KING.

## Manitoba's Lieutenant-Governor Extends His Hearty Good Wishes

I AM very pleased to have the privilege of sending a message to the Transcona Board of Trade on the occasion of its Silver Jubilee.

It is always a pleasure to note the services rendered by our Boards of Trade, who give to their citizens their time and the benefit of their experience in building up the activities of our Province.

As Lieutenant-Governor of Manitoba, it is especially gratifying to me to know that the Transcona Board of Trade has, for a quarter of a century, been so progressive and successful in its work.

A Board of Trade in any centre merits the whole-hearted support of its citizens. These aggregations of public spirited men have the power to add greatly to the comfort and prosperity of the communities in which they labour, the results attained being in direct relation to the volume of support they receive from those they aim to serve.

In the case of Transcona, the success your organization has enjoyed, is proof of the high esteem in which it is held by its citizens, and the loyal support they have given to it.

Your Silver Jubilee marks the twenty-fifth milestone in a very useful career of good work accomplished, and you may confidently look forward with reasonable anticipation to even greater achievements. May I on this occasion extend my congratulations to the Transcona Board of Trade with my best wishes that success may continue to attend their good work.



HON. W. J. TUPPER  
Lieut.-Governor

W. J. TUPPER.

## Congratulations from the Premier of Manitoba



HON. JOHN BRACKEN  
Premier of Manitoba

IN celebrating its Silver Jubilee the Town of Transcona can look with satisfaction upon its record of the past 25 years. It has passed through days of prosperity and days of adversity but the continuous progress made, both in material and cultural things, gives every ground for confidence in what the future years will bring.

While Transcona is still in its youth, it has made for itself a worthy place among the towns and cities of the Province. Its citizens have always given proof of their public spiritedness in their unfailing support of every worthwhile community effort.

I am glad to have the opportunity on behalf of the Government of the Province of extending our heartiest congratulations and best of good wishes to the people of Transcona on this the 25th birthday of your community.

JOHN BRACKEN,

## MESSAGE FROM THE RAILWAY CHIEF



### Personal Message from Mr. S. J. Hungerford, President, C.N.R.

It is indeed a personal pleasure to be associated with you in the celebration of the twenty-fifth anniversary of the Town of Transcona. Well do I remember the commencement of work for the railway shops by the old Grand Trunk Pacific Railway and it has been interesting to follow the growth of the small community of those days to the present.

The shops now form a very important part of the Canadian National System and I take this opportunity of extending the grateful thanks of this company to the citizens of Transcona for the loyal service they have given us, through good times and bad, in the great work these shops have performed.

A birthday is always a happy occasion and I sincerely trust that in celebrating your Silver Jubilee you are on the threshold of a new era which will be featured by Good Fortune, Health, Happiness and Prosperity to all.

S. J. HUNGERFORD,

## Winnipeg's Mayor Felicitates Transcona on Silver Jubilee

**A**LLOW me, as Mayor of Winnipeg, to convey greetings and all good wishes to the Town of Transcona and the Transcona Board of Trade on this occasion of the observance of your Silver Jubilee, and to express the hope that every item in connection with the celebration of that observance is as successful and enjoyable as you wish it to be.

Twenty-five years is a considerable period in the life of any community or any organization. Portions of the past twenty-five years in every community and organization in the world have been periods of much anxiety and suffering. There have, too, been the bright and prosperous times for which we all return thanks.

Your town and organization have come through stormy weather, with that firm faith and dauntless effort, characteristic of the pioneers that founded this great country. You have proven worthy of the best traditions, and can now look forward with new hope to the accomplishment of greater tasks, and the attainment of new successes.

The people of Winnipeg have a very deep affection and high regard for you, and I am but voicing their sentiments when I say to you Hearty Congratulations on your record, and Sincere Kind Wishes for a bright and happy future, which you so richly merit.



JOHN QUEEN  
Mayor of Winnipeg

JOHN QUEEN,



GEO. H. BAREFOOT  
Mayor of St. Boniface

## Mayor of St. Boniface Finds Transcona Congenial Neighbor

**O**N the occasion of the Silver Jubilee of the Town of Transcona may I send the heartiest good wishes and congratulations from the City Council and the people of St. Boniface to our congenial neighbor and to express the hope that your future may be bright and prosperous.

In common with our own community Transcona has experienced its dark days as well as its bright ones. It is also a fact that the same spirit of optimism has motivated both communities in these times and that we have had the faith that better conditions would come. This day, I believe, is at hand.

It is a pleasure to bear witness to the friendly spirit of goodwill and co-operation which has always existed between Transcona and St. Boniface, so I say with deep feeling good fortune to our "congenial neighbor."

GEORGE H. BAREFOOT.

## Head of Winnipeg's Board of Trade Appreciates Work of Transcona Board

**I** EXTEND to the Transcona Board of Trade heartiest congratulations upon having completed twenty-five years of service for the Town of Transcona. From personal observation I appreciate the very active way in which you have been working in the interest of Transcona.

I cannot conceive of any town or city making progress without a Board of Trade. We have our City and Town Councils, but they are so occupied with the running of the administrative machinery that they have little time or inclination to give to those matters which have to do with the development commercially of the city or town, nor are they in a position to initiate and follow through to a successful conclusion many other activities which are for the more general benefit of their citizens. It is essential, therefore, that there be in every city and town, and, in fact, any organized community, an organization such as the Board of Trade, composed of the outstanding men of the community, which will look after these matters.

It must be a source of satisfaction to the members of the Transcona Board of Trade to look back over the twenty-five years of its life and to reflect upon the work which it has done in the interest of its community.

I sincerely trust that the results of your efforts in the future may be even more satisfactory and beneficial to your town.



C. E. STOCKDILL  
Pres. Wpg. Board of Trade

C. E. STOCKDILL

President of Winnipeg Board of Trade.

## Greetings from St. Boniface Board of Trade

**O**N the celebration of the Silver Jubilee of the Transcona Board of Trade, your sister institution offers hearty greetings.

The interests of the Transcona and Saint Boniface Boards of Trade are closely allied; we are both situated in the section known as the "South-eastern District of Manitoba" and we are collaborating in furthering the advancement of the rural portion of this district by promoting good roads and by developing friendly relations between farming communities and the urban people.

We are the two Boards of Trade in the St. Boniface Electoral District, being represented on the Manitoba Associated Boards of Trade Executive by a joint delegate.

The members of our Board are pleased to extend their sincere congratulations on your splendid achievements. As a close neighbor we have been privileged to appreciate the good work you have done in the interest of the people of your locality and adjoining districts. We sincerely hope that your Board will continue to faithfully serve your community and the people of this Province as in the past and that we may often have the privilege of joining hands for the common welfare.

May we extend our sincere thanks to your executive and members for the many courtesies extended to us and assure you of our heartiest co-operation in your future enterprises.



J. A. MARION  
Pres. St. Boniface  
Board of Trade

J. A. MARION,  
President, St. Boniface Board of Trade.



## Greetings from Suburban Boards of Trade

### EAST KILDONAN BOARD OF TRADE



ARTHUR J. TAYLOR  
Pres. East Kildonan Board  
of Trade

The East Kildonan Board of Trade extends to the Transcona Board very best wishes for your success in your 25th anniversary celebration. That you have sponsored this effort is another evidence of the public spirit animating your officers and members. Your undertaking should help to intensify the pride which the citizens of Transcona properly have for your progressive town.

I have watched with deep interest the growth of Transcona in the quarter of a century, and sincerely trust that the future holds in store continued and increased success in civic achievement.

ARTHUR J. TAYLOR,  
President,  
East Kildonan Board of Trade.

### ST. VITAL BOARD OF TRADE

Personally, as well as on behalf of the St. Vital Board of Trade, may I offer to Transcona and the Transcona Board of Trade, hearty congratulations on your 25th anniversary. In that period Transcona has developed from a budding town to one of national importance, and we heartily co-operate with you in celebrating this transition.

I am particularly glad to co-operate in this as I believe in co-operative principles. Boards of Trade can do a great work in moulding the ideal of good fellowship.

We have a country of boundless resources. It only remains for us to work together to develop it along Board of Trade ideals: commerce and trade, selling Canadian products and buying from those who purchase our goods, studying the problems of our farmers and assisting them to better conditions. In all these things we can help. Let us strive to make this a better Canada.



JOHN HORTON  
Pres. St. Vital Board of Trade

JOHN HORTON,  
President,  
St. Vital Board of Trade.



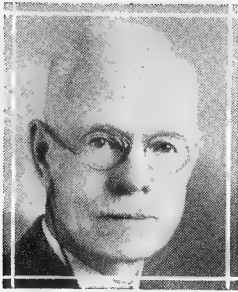
F. WARD  
Pres. West Kildonan  
Board of Trade

### WEST KILDONAN BOARD OF TRADE

Greetings on this great day, the Silver Jubilee of the Town of Transcona. May you march forward to greater prosperity in the future, and make Transcona the model town of Manitoba.

F. WARD,  
President,  
West Kildonan Board of Trade.

### ST. JAMES BOARD OF TRADE



W. M. CRICHTON  
Pres. St. James Board  
of Trade

For the St. James Board of Trade may I wish Transcona and the energetic Transcona Board every success on the occasion of your 25th anniversary. That your Board should sponsor the Jubilee Celebration is an exceedingly commendable work. Under the present peculiar circumstances there is no way in which Boards of Trade can be of greater service to their communities than by promoting activities of this nature, tending to unite individuals in a feeling of loyalty and devotion to the community in which they live.

We cannot look for great improvement in commercial affairs until public confidence is restored and we feel that the effort being made by your Board of Trade should be effective in re-establishing that confidence which is so necessary.

W. MADLEY CRICHTON,  
President,  
St. James Board of Trade.

### SELKIRK BOARD OF TRADE

"Tempus fugit." It seems only yesterday when the Town of Transcona came into being, when the first Mayor and Council were elected, and now we are all assisting in the Silver Jubilee Celebration—and we have to remember that twenty-five years have passed.

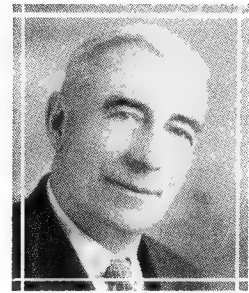
The Selkirk Board of Trade sends its most hearty congratulations and good wishes.

The past twenty-five years have been filled with smiles and tears, hopes and desires have been in some cases dashed to the ground, but the different defeats have only bound you together, and you have learned the wisdom of never saying "die".

What the future will bring, no one can say, but with the spirit you are now manifesting, it can bring nothing but success.

The Selkirk Board of Trade wishes you the fulfilment of your fondest desires.

W. H. G. GIBBS, M.D., President.  
C. E. SOMERSET, Secretary.



W. H. G. GIBBS, M.D.  
Pres. Selkirk Board of Trade



N. J. VADEBONCOEUR  
Pres. Young Men's Section

### Greetings from the President, Young Men's Section, Winnipeg Board of Trade

“ON the occasion of the Silver Jubilee of Transcona, the Young Men's Section, The Winnipeg Board of Trade extends greetings and best wishes. With the energetic and public-spirited leadership provided through your Board of Trade, optimism and confidence should be your keynote for the future.”

N. J. VADEBONCOEUR,  
President, Young Men's Section.

# Greetings to One of Manitoba's Most Aggressive Boards of Trade---Transcona



A. E. PARKER  
Pres. Man. Associated Boards of Trade

It is not unusual that the work of a Board of Trade is thought of more value by those on the outside looking on than by the community in which it operates. The citizens of Transcona should be fully assured that their Board of Trade is very highly regarded by those of us who have had the privilege of watching the work it has done—often under very difficult circumstances.

The workers in a Board of Trade give of their ability, time and money unselfishly for the benefit of the community. Very frequently they shoulder the burdens of a community and do work which is beneficial to all the citizens, although the membership of the Board of Trade represents only a portion of those who should belong.

I think the following little verse illustrates exactly what should be the controlling motive of a Board of Trade:

"All things come to him who waits,  
Perhaps that's true—well, let 'em.  
With me, the only things I got—  
I had to go and get 'em."

It may not be out of place to suggest

here, the benefits which you derive from having an active Board of Trade and to suggest that every citizen who can do so become a member and thus enlarge the benefits which all can receive. Briefly stated, these benefits are:

- (1) An organization is provided which will protect the citizens when their interests are endangered in any way.
- (2) The citizens are given an opportunity to take their part in building up the community and participating in all activities which will improve conditions for everyone.
- (3) The Board of Trade binds the citizens together and works out plans to bring more business, more tourists and more wealth into the community.
- (4) An active Board of Trade can assist in increasing employment by encouraging existing local industries and helping to bring new ones in.
- (5) Co-operation can be organized with your public officials when necessary and Board of Trade representations voicing the opinions of the community can be expressed to them on local problems.
- (6) Through membership in the Manitoba Associated Boards of Trade, your Board of Trade has an important influence on provincial matters which may affect your community.
- (7) Above all, the Board of Trade provides a forum where local problems can be discussed in a fair and reasonable manner and the proper solutions agreed upon to be followed by concerted action which, if persisted in and properly justified, always brings success.

I congratulate Transcona on its Silver Jubilee and I hope that the citizens will rally round the Board of Trade—an organization which has proved in recent years that it is worthy of your support, it doing good work and could do better work if it received the whole-hearted co-operation of all those who could if they would become members and do their share of the work which must be done if the interests of your community are to be properly promoted and protected.

A. E. PARKER,  
President,  
Manitoba Associated  
Boards of Trade.

# TRANSCONA BOARD OF TRADE

## EXECUTIVE OFFICERS and COMMITTEE CHAIRMEN

1936-'37

"WORKING FOR CIVIC PROGRESS"



ED. M. McFLAY  
1ST VICE-PRES.



W. R. L. LUMBRELL  
2ND VICE-PRES.



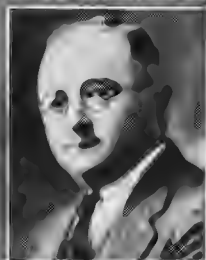
J. MARGOLIS  
CIVIC AFFAIRS



H. MARGOLIS  
ENTERTAINMENT



Geo. MAKARSKI  
ATHLETICS



H. W. PERRIN  
MEMBERSHIP



M. J. O. McMULLEN  
PRESIDENT



R. G. MATHESON  
GOLF



A. BLUM  
SECRETARY



J. M. MCGINN  
TREASURER



W. F. G. HUGHES  
PUBLICITY

# Transcona Board of Trade Older than the Town

## Performed Useful Functions in Early Days and Is Still Active for Community Betterment

**T**HE Transcona Board of Trade was a functioning body before the town was incorporated, but it shows no signs of the inroads of time, and as now constituted, is an up and coming organization ever seeking to co-operate in all matters of general welfare and presenting at all times a clearing house for the best collective thought of the business community.

In the early days, when Transcona was but a settlement, with the industry that was to prove the foundation stone of its existence still in the formative stage, public spirited residents realized that there was need for their services, and the first Board of Trade was organized on February 10, 1911.

Up to the time of the town's incorporation this Board of Trade, with the co-operation of all residents, prepared for the services and facilities necessary for town development and co-operated in solution of the problems of public safety and sanitation. In consequence, when the regularly elected or appointed town officials assumed the reigns of government there was in existence the nucleus of the present complete public services.

Since its formation, although its career has been chequered, the Board of Trade has kept in mind its true function and purpose, which is: "To do for the business man and citizen those things necessary for their welfare, which they, as individuals, cannot do for themselves."

### Early Efforts

On the organization of the first Board L. Cuthbert was elected as president. He was succeeded in turn by Matthew Hall, A. J. Hunt and J. A. Burnie, and the Board carried on quite successfully until June 15, 1915, when it was re-organized as the Transcona Citizens Association, with the following officers: C. J. E. Maxwell, president; T. K. Moore, first vice-pres.; W. H. Renton, second

vice-president; A. Paul, secretary; and J. D. Matheson, treasurer, and an executive composed of M. Hall, D. Shea, C. A. McIntosh, F. J. Lozo, D. Henderson, B. C. Higgins, Alex Campbell, T. Watts, Dr. Winkler, E. W. Baffet, V. G. Preston and E. J. Whitney. Membership started at 45 and gradually increased to 77, and the association did much useful work.

The Board of Trade was re-organized early in 1926 and continued its activity in community projects, for more than a year. In 1931 the Board enlarged its activities and with T. Hamilton as president played a prominent part in the opening of the new concrete highway, on July 9, 1931, sponsoring a sports day with highly successful results. Incidentally, this highway cost over \$135,000.00, part of which was paid by Transcona and the balance by the provincial government.

### The Present Board

Boards of Trade and similar associations were carried on with varying fortunes, but with much zeal until the formation of the present Board early in March, 1935. This Board is now entering upon its second year and has a record of active work to which it looks with pride. A brief summary of its activities since organization indicates that it has been of real service to the community.

A meeting was held on March 1, 1935, at which ways and means of increasing business and improving conditions in Transcona were discussed and this was followed by a general meeting later when the Board was launched.

In the year the Board has co-operated with the Horticultural Society in beautifying streets and boulevards by the erection of flower beds on the Main Street, and replaced road signs at all entrances to the town. The Board conducted a safety campaign and clean up week and was very actively concerned in securing the necessary petitions



# More Power to Transcona

*on the occasion of its*

## SILVER JUBILEE

Another Jubilee is also being celebrated this year—the Golden Jubilee of the Westinghouse Company, who have marked the event by producing the new “Golden Jubilee” Series Electric Refrigerators.

These, and other leading makes of electric refrigerators are displayed at the City Hydro's Showrooms, Regent Ave. They actually save you money—as well as offering innumerable conveniences.

RANGES and REFRIGERATORS installed for deposits  
as low as ..... **\$2.50**

Correspondingly Low Monthly  
Payments

Phone  
315

# City Hydro

REGENT AVE.  
TRANSCONA



Phone  
315

from ratepayers to provide for the paving of the "devil strip" and other street improvements. In every way the Board has worked to promote the general welfare. One of the most important projects—this year's objective, by the way, being the construction of a link of road between Elma and Vivian, an undertaking on the promotion of which much effort has been spent, and which is dealt with in detail in another article.

In short the Board of Trade is a group of energetic, forward looking citizens who have the interests of Transcona at heart and are working to promote community welfare. Its ranks are open to all citizens as it aims to work in close co-operation with the town council and other interested bodies and individuals to make the town still a better place in which to live and do business.

Its attainments in the past have been of such general benefit and it is so thoroughly representative of the whole community, that every Transcona resident, whether business or professional man, clerk, shop employee or workman, can regard it as "our Board of Trade."

**PAUL TURCOTTE**



Popular band leader and musician, heard with delight on many occasions.

*Congratulations to the Town of Transcona  
on this their Silver Jubilee*



**H. W. PERRIN**

Hardware - Paints - Oils - Crockery

Agent for C.C.M. Bicycles and Skates

**23 Regent Avenue West**

**Transcona**



BOB MATHESON  
Proprietor

## TRANSCONA SERVICE STATION

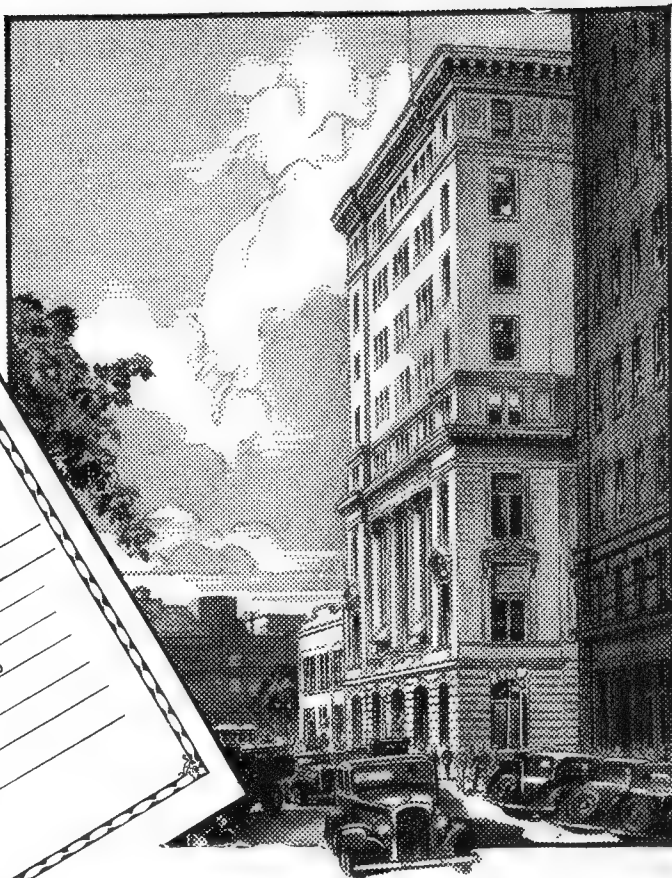
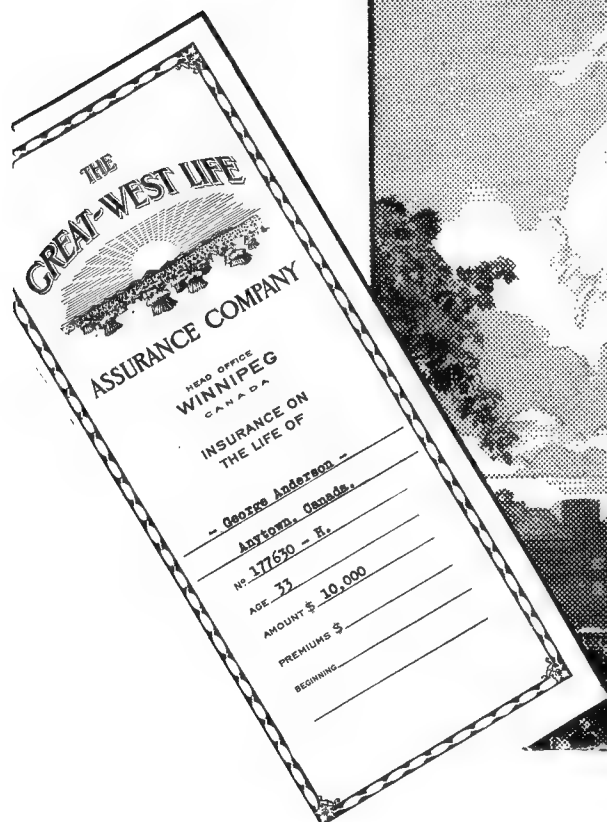
The Transcona service station is situated on the town's busiest corner, Oxford and Regent, and its proprietor, "Bob" Matheson, is a popular and aggressive citizen. The son of J. A. Matheson, prominent in Springfield politics, "Bob" is rapidly forging to the front among the younger business men. He is an active participant in Board of Trade work and is the chairman of the Roads Committee.



Transcona service station is one of the most completely equipped in Eastern Manitoba. Cars can be thoroughly serviced here, including electrical, mechanical and body work, tire repair, washing, greasing, etc.

The station holds the Transcona agency for the Imperial Oil Company's products and also handles tires and auto accessories.

Transcona autoists know and patronize "Bob", and visitors will find his service satisfactory in every respect.



## A Symbol of Stability

### FINANCIAL HISTORY 1892-1936

Forty-four years is not a long period in the life of most corporations, but in these comparatively few years the Great-West Life has become one of Canada's outstanding financial enterprises. The interests of Great-West Life policyowners are safeguarded by the best that keen foresight and scrupulous administrative care can provide. As a result, a Great-West policy has come to be a symbol of thrift and financial stability that will repay its owner many times over, not only in actual money, but in the peace of mind that goes with the assurance of security.

THE **GREAT-WEST LIFE**  
**ASSURANCE COMPANY**  
 HEAD OFFICE ... WINNIPEG

# EATON'S

## Keeps Pace With Western Growth and Development



**I**T IS a source of great pride to The T. Eaton Company that Eaton Stores, Teco Stores and Eaton Groceterias have had, and continue to have, a large share in the development of Western Canada.

Up-to-date merchandising and policies of fair dealing have been quickly recognized and readily welcomed—stores and communities progress together. Among our most highly regarded assets is the friendship of those whose interests, plans and homes are in the West.



**THE T. EATON CO<sup>o</sup> LIMITED**



# The Elma-Vivian-Whitemouth Road Project

ONE of the most important projects for the development of the whole district of which Transcona is the centre is the construction of the eighteen mile road link between Elma and Vivian. This will be of such service to the district that the Transcona Board of Trade has made it a particular objective and is working in the hope that it will soon be accomplished. Elma and Vivian are not connected by a direct road, and although the distance between these two important centres is, as stated, but eighteen miles, yet a resident of one, wishing to travel to the other, has to travel some 50 miles, an altogether unnecessary burden in these days of rapid and convenient transportation.

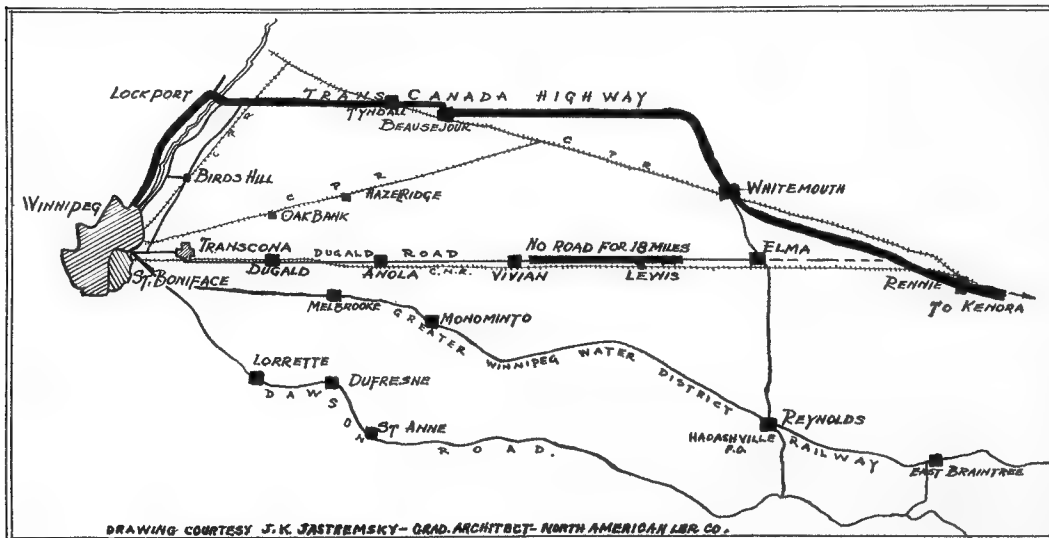
The construction of this very necessary road has occupied the attention of the Transcona Board of Trade, the town council and other interested bodies for several years. In July, 1932, a general meeting called by Mayor Shannon strongly approved it and represen-

tatives of the municipalities concerned expressed their hearty endorsement of a proposal that the provincial government be asked to construct it as a relief measure. Mayor Shannon of Transcona, Reeve Holland of Springfield, Reeve Henderson of Whitemouth, and Mr. Leuys of Elma were appointed a delegation to interview the government.

## Interview Provincial Representatives

Following instructions, the deputation interviewed Hon. W. R. Clubb, Provincial Minister of Public Works, and A. McGillivray, Deputy Minister. Full information was given to the representatives of the government and an estimate of cost placed the figure of approximately \$25,000—or one-third of what the cost would be in normal times. The value of the undertaking as an unemployment relief project was also strongly stressed.

Hon. Mr. Clubb made no promise for the provincial government, but suggested that



The inconvenience caused to the district by the lack of direct highway communication between Elma and Vivian, can easily be visualized from the above map. The roads shown are the only ones in the district and Lewis and Elma residents can only get to Vivian by going north to the Trans-Canada highway, as shown, or south to Hadashville to the Dawson road. In either case it means many miles of altogether unnecessary travelling, which would be eliminated by the construction of the comparatively short strip of 18 miles.

**Transcona Board of Trade—"Working for Civic Progress"**

the municipalities interested forward endorsing resolutions urging that the work be undertaken as a federal relief project.

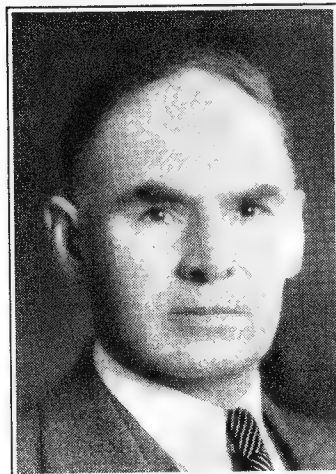
Transcona council passed a resolution on July 25, Whitemouth on August 4, and Springfield on August 12, all asking that the work be undertaken by the provincial government under the unemployment relief scheme, or as a direct relief project. In any event it was made very clear that the municipalities concerned wanted the work done at once.

#### Will Keep At It

Since that time the government has taken no action which has resulted in the project being started. The Transcona Board of Trade in November 1935, introduced the topic, by resolution before the Manitoba Associated Boards of Trade Annual Convention. The resolution was passed and subsequently presented to the Provincial Government.

The Board of Trade is continuing and will continue to press for this work, recognizing that it will be not only of great value to the district affected, but by reducing the distance from Winnipeg to the lake district of eastern

#### TRANSCONA'S FIRST MAYOR

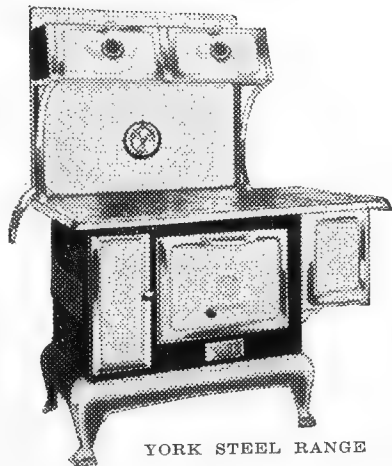


C. J. E. MAXWELL

Manitoba, will make possible the development of this area for tourist travel. As already stated it is the Board's prime objective for 1936 and there is every hope that success will crown the Board's efforts.

## ENTERPRISE RANGES, FURNACES AND HEATERS

SELL FROM COAST TO COAST



YORK STEEL RANGE

THEY'RE BUILT RIGHT . . .

THEY LOOK RIGHT . . .

THEY ARE RIGHT.

There is an ENTERPRISE  
to suit any customer . . .  
and any purse.

Tie up to this PROVEN combination

**ENTERPRISE — ASHDOWN**

and watch YOUR PROFITS GROW.

**THE J. H. ASHDOWN HARDWARE CO. LIMITED**

WINNIPEG

CALGARY

REGINA

SASKATOON  
EDMONTON

# An Old Friend Greet's You

**G**REATER WINNIPEG'S oldest public utility greets an old friend, Transcona, on the occasion of your Silver Jubilee. We have watched you grow during the past twenty-five years and we have always done so sympathetically. You, like us, have had your ups and downs. The past six years have been particularly strenuous ones for you and for us, but you have faced your tremendous problems with a courage and tenacity which has commanded the respect of all those who know you.

We, too, have had serious difficulties to face and overcome and we hope that we have met them with the same spirit of determination with which you have faced your problems.

Throughout these difficult times we have always felt that the welfare of our employees was of paramount importance for we know full well that a large organization such as ours is, serving the public, must depend upon the goodwill of those who are employed by us and aid us in giving this service to retain the goodwill of those to whom the service is given.

For a number of years now we have operated a bus service between Transcona and Winnipeg. We think we can truthfully state that the bus drivers operating this service are courteous and anxious to please those with whom they come in contact. These men work under an agreement entered into between the Company and the Union to which they belong. They receive fair wages and reasonable conditions of employment. They are furnished with uniforms including overcoat and suit, summer and winter caps, and in consequence are always properly equipped to do their work. They, together with other employees of the Company have free transportation at all times over the Company's lines. Their employment is continuous and they receive two weeks vacation with pay.

Perhaps we should mention that before a man is permitted to operate a bus on the Transcona line, he has to go through a very complete course of training in good driving, safety methods and courtesy to the public. As a result of this our bus drivers have an outstanding record unequalled anywhere in the Greater Winnipeg District for safety, efficiency and courtesy.

The service given by our Company to your community is the best that can be provided. Our employees are working under conditions which your citizens, many of whom are supporters of organized labor, will recognize as fair and reasonable, and it is our desire to continue to serve your community under such conditions knowing full well that so long as we do this we shall be entitled to a continuation of the very satisfactory support which you have given us since we commenced to do business in your community.

## WINNIPEG ELECTRIC CO.

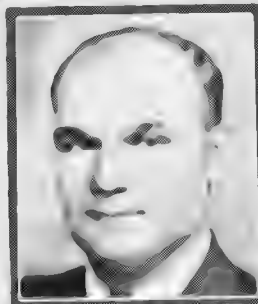
# TRANSCONA SCHOOL BOARD

AND PRINCIPALS

1936



E. BRAY



FRANK GASIOR



WM. HAIGH  
CHAIRMAN



M. A. JETTE



ALEX RENNIE



D. A. BAXTER  
PRINCIPAL  
CENTRAL SCHOOL



E. SUMI  
PRINCIPAL SPRINGFIELD  
SCHOOL (SO. SIDE)

Messrs. Haigh, Gasior, Jette, Rennie and Mrs. Bray, in the above picture, are members of the Transcona school board with jurisdiction over Central school, of which D. A. Baxter is principal. Miss E. Sumi, whose picture also appears above, is principal of Springfield school, South Transcona. This school is administered by a separate school board, comprising James Taggart, chairman, Fred Fuller and Thomas Buxton.

## CENTRAL SCHOOL



This fine building was opened as a 12-room school in 1913 with an enrollment of 308 pupils and the following staff: D. A. Baxter, principal; Mrs. L. D. Crossland and Misses Millie Webster, May Baldwin, Sadie Baldwin, Ethel Baldwin, and Mrs. Momrie. Original accommodation proving inadequate, wings were added until today it has 32 rooms and occupies an entire town block. The largest enrollment was in 1929 when there were 1,490 pupils and a staff of 37 teachers. The curriculum covers Grades 1 to 11, and leads to University or Normal school entrance.

---

### First Grade XI Graduates FROM CENTRAL SCHOOL



Rear row, left to right: Helen Harr's, Alice Harvey, Maud Brown, Elsie Miller.  
Front row, left to right: Madalyne Brinston, Bella Miller, Frances Holland.  
Herman Chary, also a first graduate, is not in the group picture.

# Transcona's Basic Industry

**The Completely Equipped Shops of the C.N.R. which cost \$6,000,000  
And have Capacity for 5,000 Employees---The Various  
Departments and the Work Done in Them**

**F**OLLOWING close on the heels of the Town of Transcona in the matter of Silver Jubilee celebrations, comes the Transcona Shops, one of the largest groups of railway repair and construction shops on the continent. These shops, originally constructed to take care of the requirements of the National Transcontinental Railway and the Grand Trunk Pacific Railway, were built from 1909 to 1912 by the Transcontinental Railway Commission and were open-

divisions; the Motive Power comprising the following, each of which are in charge of the men shown:

W. O. Nugent, superintendent; erecting, W. H. Renton; boiler, J. Bromley; machine, B. B. McIntosh, blacksmith, Sam Lewis; jacket, G. Watson; pattern, J. P. Clark; pipe, W. Kirby; frog, Alex Smith; mill, W. Carnochan; power house, J. Fuller, chief engineer; carpenter, H. J. Harding; paint, S. C. Larkins; welding, Chas. Kill; wheel, J. W. Wilkie.

## HEADS OF C.N.R. SHOPS



W. J. AMOR  
Supt. of Car Dept.



W. O. NUGENT  
Supt. of Motive Power



C. S. ARGYLE  
District Store Keeper

ed for service January 18th, 1913.

The shops are in reality composed of three departments: The Motive Power, under the supervision of Mr. W. O. Nugent; the Car Department, under the supervision of Mr. W. J. Amor, and the Store Department, under Mr. C. S. Argyle. In addition to these there is a Cast-Iron Foundry in charge of Mr. L. Davidson, and the Round House in charge of Mr. T. Levers. The Bridge and Building Department is in charge of Mr. D. Eccles. Mr. W. T. Fuller is the fire chief in charge of these shops. These three branches of the Shops have many sub-

The Car Department has the following divisions:

W. J. Amor, superintendent; car, D. Hendry; coach, Thos. Wallace; tin, E. J. Blais; pipe, P. R. Cann; wood, Jas. Gardner; upholstery, L. H. Paulley; air-brakes, W. J. Priest; paint, Mat Irwin; electrical, Herb King; coach, Jos. Reeves; repair track, Wm. Jones.

The Stores Department comprises the following branches:

C. S. Argyle, district store keeper; John Fraser, lumber yard; Alex Munro, material;

**Transcona Board of Trade—"Working for Civic Progress"**





A. PAUL,  
Notary Public

**T**HIS Jubilee celebration is welcomed for several reasons—none more than it offers us an opportunity to set all business aside and meet each other in a purely friendly way.

It is a time when we can give expression to our feelings—and that is what I want to do.

As an historical student of some twenty-six years residence here, nothing gives me greater pleasure than to be able to say that in my humble way of thinking the most remarkable feature of our history has been the evolution and development of peace, harmony, good will, "bonne entente," love and affection between the various races and nationalities that have lived together and whose efforts and co-operation have made Transcona the town we are all proud of and happy to live in.

In the true spirit of appreciation I wish to congratulate the Old Timers and new comers as well who have contributed to the development of the town and the welfare of our people.

To all of my fellow citizens goes the hope that the years to come will be full of prosperity and happiness.

**A. PAUL AGENCY**  
*REAL ESTATE, LOANS AND INSURANCE*  
Corner Regent and Oxford

## The one straight road to prosperity!

Regular saving, whether of great or small sums, is the one straight path to prosperity. The possession of a substantial sum in your bank changes your whole outlook on life. It gives you confidence in your everyday dealings. It enables you to meet emergencies — to succeed where the improvident fail — to seize every chance life sends you—to make old age a pleasure, instead of a burden.

Resolve now to save a regular percentage of your earnings. You will never miss it, yet it will grow steadily into a cash fund, ready for use when needed. You are invited to open an account with this Bank.

OPEN A SAVINGS ACCOUNT AT

**THE BANK OF TORONTO**  
**TRANSCONA, MANITOBA**

W. R. LAWRIE, Manager

*The Bank for Savings*

CAPITAL \$6,000,000

RESERVES \$9,000,000

Alex Rennie, iron rack; W. Sommerville, reclaim department.

The shops cover an area of more than 20 acres and were originally designed to handle the repairs on the whole of the Transcontinental line from Quebec to Winnipeg and also to take care of the heavy repairs of the Grand Trunk Pacific Railways from Winnipeg west. From a humble start these shops have grown in both size and importance until at the moment they are rated as second to none in railway circles.

As an employer of labor the Transcona Shops have played a particularly important part in the growth of the Town of Transcona. Hundreds of our citizens have been employed in the shops from the start with the result that this town has received a very generous slice of a payroll that runs into the millions of dollars yearly.

Going back over the history of the Shops, in a general way, it is noted that in addition to the usual type of repairs handled in all up-to-date railway shops, that all types of freight cars, from the lowly flat car to the

more dignified latest type refrigerator car, have been constructed. All types of passenger cars right up to the luxurious standard sleeper also have been constructed and in connection with the latter, comes the recent development of air-conditioning which is occupying the attention of the construction departments at the moment.

It is a matter of history that the first railway engine ever to be completely constructed on the western region for any railway was built in Transcona Shops. This was a freight engine which emerged as a finished product from the Shops in 1926. The following year a yard engine was constructed.

Two years after the official opening of the Shops, or in 1915 to be exact, the attention of the Shops was directed towards the world war and when the demand for more shells



Photos by W. H. Girling

#### THE MACHINE SHOP

This picture shows some of the costly and intricate machinery in the machine shop, equipped for every phase of locomotive building. Insert shows a C.N.R. locomotive which was completely built in Transcona shops.



# The "Bay" Congratulates TRANSCONA on attaining its Silver Jubilee

. . . . and takes pride in the fact that Transcona residents and the "Bay" have enjoyed a neighborly friendship through the years. Our sincere wish upon this occasion is that Transcona may continue to uphold the spirit of Western optimism and progress it has so steadfastly maintained through the years.

for the army in France became acute, a portion of the machine shop was converted to a shell shop and many large orders were filled.

A few months following the acceptance of the first order for shells, one bay of the big freight car shop was turned over to a separate company for the manufacture of high explosive shells; chiefly of the 18-pounder variety. Many large orders for these shells also were executed.

In 1916 a change was noted in the railway set-up in Canada and the Canadian Govern-

ment machinery has been installed and today the various branches of the tremendous Shops are equipped with the most up-to-date machinery for all operations.

The main buildings are arranged along a midway, which runs across the Shops' site from the public road to the locomotive roundhouse, and all buildings are served by a standard gauge industrial track. In addition to the tracks there is an overhead trolley electric travelling crane, which runs the full length of the midway and serves in de-



Photo by W. H. Girling

#### WOODMILL

This shop is completely equipped with the most up-to-date planers, jointers, rip and cross cut saws, tenoning machines and other machinery required for any type of woodworking.

ment Railways took over all lines east of Winnipeg, including the Shops. Three years later another change followed when the Canadian Northern Railways and the Canadian Government Railways were amalgamated. With the later accession of the Canadian National Railways the Shops found themselves on a new basis and have continued to operate as part of the Government owned railway system to the present.

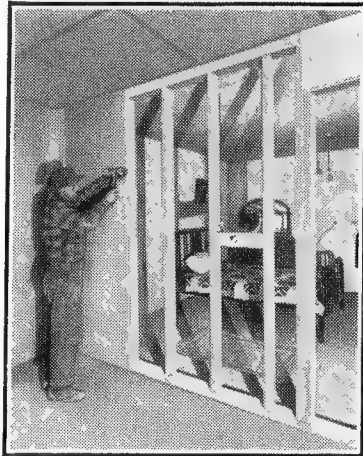
From time to time, as conditions have necessitated, newer and more up-to-date ma-

chinery has been installed and today the various branches of the tremendous Shops are equipped with the most up-to-date machinery for all operations.

The Power House is centrally located to as near as possible reduce all power and heat transmission losses. It was originally designed to generate all the power required in the plant, but when the Hydro-Electric power was developed, it was found more economical to purchase power, and the power house now supplies heat and auxiliary services only.

The larger buildings of both the Locomotive and Car Shops are of steel construction, with self-supporting steel frames on con-

## MAKE YOUR HOME "FIRE-RESISTANT"



APPLYING GYPROC  
"Just Nail it On"

*Specify* **GYPROC**  
Fireproof Wallboard

When Planning Your  
New Home or  
Altering or Enlarging  
Your Present One



**GYPROC**  
Fireproof Wallboard

**BEAUTIFUL**—Has no visible joints when applied with the new  
filler and tape. Makes the Perfect Wall.

## **ZONOLITE**

The One Hundred Per Cent.

### **FIRE PROOF INSULATION**

"You Merely Pour It In Its Place"

**EASY TO INSTALL**

**LIGHT WEIGHT**

**PERMANENT - CLEAN - VERMIN PROOF**

*The Best Insulation Value On The Market Today*

GYPROC and ZONOLITE Sold in Transcona

BY

**North American Lumber & Supply Co. Limited**

M. J. G. McMULLEN  
Manager

J. K. JASTREMSKY  
Sales and Plan Service

# BRIGDEN'S OF WINNIPEG LTD



**PHOTOGRAPHY — ART — ENGRAVING**



M. BERKAL, Sr.

## *Berkal's fashion shop*

"WHERE STYLE and ECONOMY MEET"

We take pleasure in extending to the citizens of Transcona our heartiest greetings on this the occasion of the 25th anniversary of the founding of the Town.

We are glad to have had the privilege of serving the people of Transcona for the past fifteen years.

Agents for . . .

Phone  
137

# Perth's

48  
Bond St.



. . . . CALL BERKAL for YOUR CLEANING



#### MAMMOTH CRANE IN ACTION

This crane has been increased in strength until it can now lift modern engines. It has a capacity lift of 160 tons.

crete foundations, with concrete walls carried up to the window level. The balance of the superstructure masonry is brick.

With hundreds of men working daily in the construction and repair work such as is carried on in the Shops, it is only natural that, no matter how much care is used, that some accidents will happen. No doctrine is preached with more sincerity at the Shops than that of Safety First and regular classes are held continually.

As a final protection, however, the Canadian National Railways operate a completely equipped First Aid room in the Shops which

is in charge of a trained nurse. The services of this department are augmented by a number of fully trained First Aid and St. Johns Ambulance Corps men who are always available. This room operates under the medical clinic at the Union Station, supervised by a medical officer and First Aid organizer.

In the matter of fire protection the Transcona Shops have a fine organization with special fire fighting teams on duty both day and night. Transcona Shops have three fire houses and 47 fire hydrants situated around the plant. The shops are additionally protected by a number of standpipes with hose





#### AN IMPORTANT SECTION OF THE SHOPS

This is a busy place, as these steel wheels must be fitted to their axles to the minutest portion of an inch before they are passed for service.

connected ready for instant use. There are more than one hundred of the latter at the Shops.

"All work and no play makes Jack a dull boy" is a slogan that plays an important part in the life of the employees at the Shops. Splendid recreational facilities have been provided and the employees enter into their games with fine competitive spirit. Football and baseball predominates, but in addition to this there is lawn bowling, horse shoe pitching, curling and indoor bowling. The Transcona Pipe Band has a national reputa-

tion, and this crack organization has played from coast to coast.

In the construction of the various buildings much care was taken to see that the men could do their work under proper lighting conditions. Skylights of heavy glass were installed so as to obtain the maximum amount of natural light. For artificial light mercury vapor lights of 700 candlepower are used. Thousands of plug receptacles are available so the incandescent lights may be moved to any definite point and even into boilers.

The water supply is excellent. A high

*You'll Enjoy*

# ORANGE-CRUSH

*All that an Orange can give*

**Congratulations  
to  
Transcona  
on its  
Silver Jubilee  
Celebration**

**WESTERN CANADA  
FLOUR MILLS COMPANY**





#### **PASSENGER COACHES ARE PAINTED**

Before being sent out into service where they operate under all kinds of weather conditions, passenger equipment is carefully cleaned and painted.

pressure system ensures every protection in case of necessity. The water is received through a 12-inch pipe and pours into a reservoir of 2,000,000 gallons capacity. This reservoir is 270 feet long, 60 feet wide and 25 feet deep with a dividing wall in the centre running lengthwise, so that one-half can be pumped dry for repairs or cleaning without disturbing the other half.

With such a maze of pipe and tubing running throughout the vast shops, it is only natural that a specific method of identification be used. In this connection standard colors

have been adopted for all piping which not only minimizes the difficulty in locating pipes, but altogether eliminates the chance of mistakes. The system is as follows:

- High pressure steam pipes—White.
  - Return steam pipes—Blue.
  - Low pressure exhaust steam for heating—Buff.
  - Fire service—Red.
  - Air line—Green.
  - Hydraulic water press—Brown.
  - General water supply—Black.
- Provision is made to heat all buildings with

# As One "Old-Timer" to Another . . .

*On the occasion of Transcona's "Silver Jubilee"  
Celebration "Arctic" extends hearty  
congratulations to*

TRANSCONA BOARD OF TRADE

*and to*

THE CITIZENS OF TRANSCONA

*whose goodwill we sincerely value very highly*

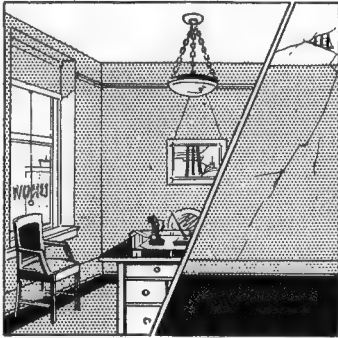
*"Arctic" has had the distinction of faithfully  
serving Transcona homes for the past Twenty-five  
years with Pure "Crystal Clear" Ice and  
Refrigerators*

**THE ARCTIC ICE CO. LTD.**

TELEPHONE

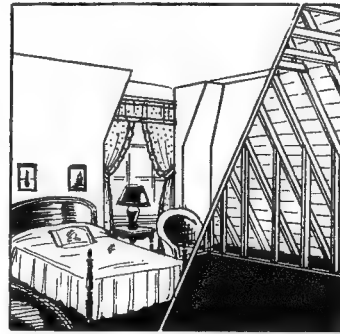
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## FOR **MODERNIZING** YOUR HOME



For  
Making  
New  
Walls out  
of Old

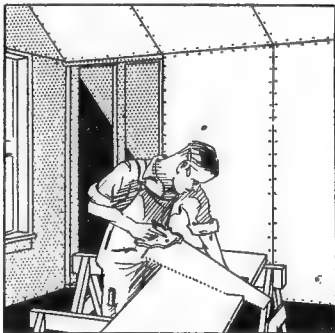
For a  
New Room



*There is nothing  
better than . . .*

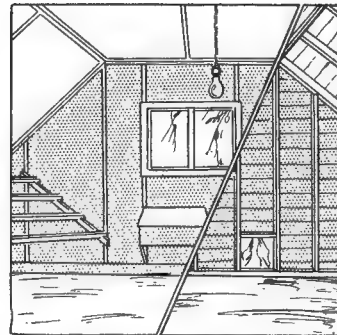
# STONEBORD

## IN BUILDING



For Homes,  
Stores or  
Factories

For Barns,  
Henhouses  
and  
Garages



*There is nothing  
better than . . .*

# STONEBORD

## THE FIREPROOF WALLBOARD

MANUFACTURED IN THE WEST BY A WESTERN COMPANY  
WITH WESTERN MATERIALS AND LABOR

Sold in Transcona by  
**The North American Lumber & Supply Co. Ltd.**

M. J. G. McMULLEN  
Manager

J. K. JASTREMSKY  
Sales and Plan Service

exhaust steam. In the locomotive machine shop, tank and forge shop and foundry, the air is drawn over heated coils and distributed through ducts in the wells near the floor. The heating coils are located in galleries in the forge and frog shop and switch shops; they are heated by direct radiation, the coils of pipe being arranged along the wall.

The system for pumping the sewage is particularly complete, a 42-inch pipe running along the right of way to the Seine river. Two pumps are used, one having a capacity of 2,000 gallons per minute and the second having a capacity of 16,000 gallons per minute. All pumps and motors in the sewage system are in duplicate and are so arranged that if one pump fails to work for any reason, the other will immediately take up the load.

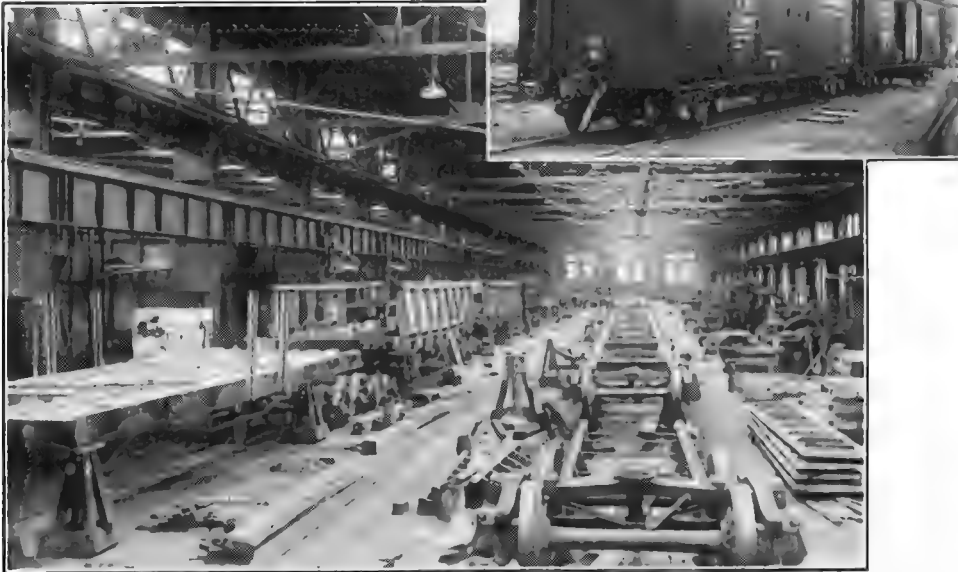
A carefully worked out system of oil storage is in use at the Shops. The storage tanks are located in the oil storage building, 100 feet away from the stores building. The building is arranged with a basement in which nine storage tanks for holding the various grades are located. There is an additional gasoline tank but this is outside the

building. The tanks are filled by gravity from the tank cars.

In the pump room the oil is handled by a set of Bowser measuring pumps, there being a pump for each tank. The crude oil is stored in a concrete underground building. Here are located four storage tanks, each with a capacity of 8,000 gallons. By means of compressed air piped to the store, the oil is forced out of these tanks to the various shops where it is used.

One of the remarkable features insofar as the machinery and equipment is concerned is the mammoth lifting crane in the main erecting shop. As a matter of fact the entire Shops are fitted with the finest and most up-to-date machinery known to man. The large crane, however, was constructed for the purpose of lifting engines. As motive

(Continued on page 91)



Photos by W. H. Girling

The car department of the C.N.R., a branch of which (the wheel shop), is shown in the above picture, is completely equipped to turn out any type of modern passenger coach or freight car. The insert shows two of the modern refrigerator cars, a contract for 125 of which was completed last April.

PILKINGTON BROS. (CANADA) LIMITED

# "BRITISH GLASS"

For every Building Purpose

Up-to-date "KAWNEER" Store Fronts

Also "VITROLITE" Ornamentation

Plate Glass, Mirrors, Cathedral, Wired,  
and ornamental glass in great variety.

Procurable through:---

NORTH AMERICAN LUMBER & SUPPLY CO. LTD.  
TRANSCONA



**PAINTS -- VARNISHES  
ENAMELS, etc.**

Sole Canadian Agents:

**PILKINGTON BROTHERS (Canada) Ltd.**  
Phones: 93 174-5      Market St. E.      WINNIPEG



## Ukrainian Greek Catholics in Transcona



The beautiful church of St. Michael on Kildare Avenue and Wabasha Street was erected in 1917 by one of the first Ukrainian organizations in Transcona. This organization also purchased a building as a cultural and social centre, and named it the organization of Ivan Franko, after one of the Ukraine's greatest writers. Here a night school is conducted where the mother tongue is taught to young Canadian Ukrainians. An

amateur dramatic society and a choir are also carried on successfully.

A branch of the Ukrainian Greek Catholic Benefit Association of St. Nicholas was formed in 1927 and now has 110 members.

The ladies Society of St. Olga was formed in 1934, has 45 members and devotes itself to social work while a youth section of the Ukrainian Catholic Brotherhood of Canada is also active.

# The Modern Laundry & Dye Works Ltd.

EXTENDS BEST WISHES TO

## TRANSCONA

ON ITS 25TH ANNIVERSARY

No summer storm, no winter snow has been allowed to interfere with the service we have maintained in the past eighteen years to Transcona.

THE MOST COMPLETE CLEANING SERVICE

LAUNDERERS

CLEANERS

FURRIERS

DYERS

**Phone 26 361**

## Transcona "Jays" Girls Softball Team



This fast playing softball team began its career in 1932 under the title of "Palmas". From that date till 1935 it carried on under the present banner—"The Jays." In each season's "play-offs" they have managed to be well up in the "finals". The players, reading

from left to right, are: Helen Taylor, Sybil Ledgerwood, Mae Dumontet, Mary Herd, Jennie Hutzulak, Mary Pingatore, Dolly Smith, Lefty Rougeau, Edith Pingatore, Juliette Rougeau, Evelyn Wersta, Bessie Douglas, Thelma Whittaker, Nettie Beyko.

---

## Transcona Women's Institute

Motto: "For Home and Country."

Presidents, 1912-1936: Mrs. W. H. T. Peake, Mrs. E. J. Whitney, Mrs. Robt. Holmes, Mrs. C. Blakeney, Mrs. R. Purcells, Mrs. Sid Holtby, Mrs. Sommerville, Mrs. Shirley Brooks, Mrs. Murdoch MacKay.

The Institute programs are planned with the thought of neighborliness and for the betterment of the community in which we live.

Demonstrations in household arts have been given under the direction of the Extension Service of the Department of Education. Exhibitions of quilts at the annual conventions have won high merit.

We have also co-operated with the Horticultural Society in their annual display.

Playground equipment was purchased and

presented to the school. We also co-operated with the I.O.D.E. in their donation of pictures to Central School.

Patriotism was encouraged by the gift of a large flag to the Town Hall and a generous donation to the Memorial fund. Annual contributions are made to the Cancer Fund, Red Cross, Institute of the Blind, Christmas Cheer, etc.

The first local drama was presented by the W. I. in the year 1917 under the direction of Mrs. W. H. T. Peake. This was the nucleus of drama activities in our community.

In the closing words of our creed: "May we strive to touch and to know the great common woman's heart of us all, and O, Lord God, let us not forget to be kind."

EVERY HOME  
SHOULD HAVE

# A TELEPHONE

*for*

PROTECTION  
PROFIT  
CONVENIENCE  
PLEASURE  
PRESTIGE

A TELEPHONE IN THE  
HOME IS THE MEANS  
OF SAVING

TIME  
MONEY  
PROPERTY

MANITOBA TELEPHONE SYSTEM

COMPLIMENTS OF

IMPERIAL OIL LIMITED



**CONSOLIDATED MOTORS  
LIMITED**

NEW AND USED MOTOR CARS  
AND TRUCKS

235 MAIN STREET

# **Burn McLeod River Hard Coal !**

*THE CHEAPEST FUEL  
IN THE LONG RUN*



## **McLEOD RIVER HARD COAL**

A popular fuel in Transcona for many years—is mined at the foothills of the Rockies at Coal Spur, Alberta.

It is a hard, blocky coal possessing great heat value and little ash.

Sold in Transcona only by

## **NORTH AMERICAN LUMBER AND SUPPLY CO. LIMITED**

M. J. G. McMULLEN  
Manager

J. K. JASTREMSKY  
Sales and Plan Service

*“All Coal Double-Weighed---A full 2000 lbs. to every ton”*

# Canada Creosoting Plant Worthy Transcona Industry

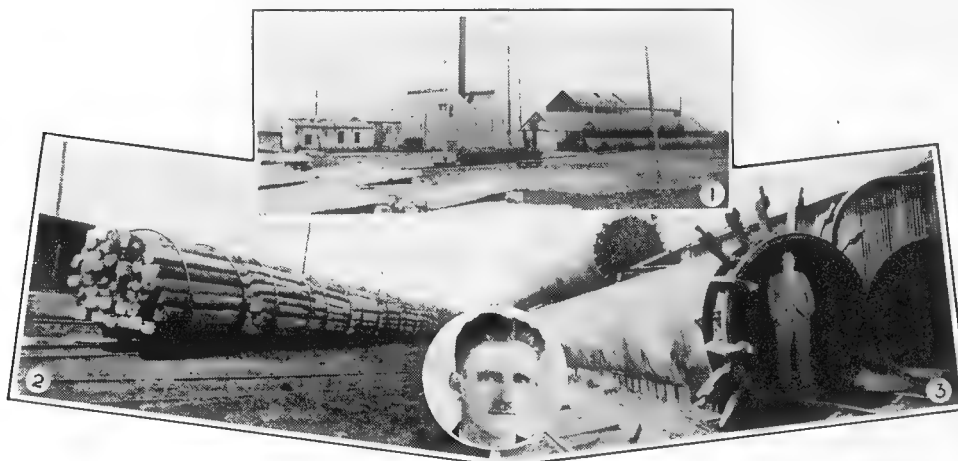
*Established in 1910 it is now important link  
in Dominion-wide chain*

ONE of the representative industrial plants in Transcona is that of the Canada Creosoting Company, Limited, giving employment, at peak period of operation, to some 90 workmen and adding materially to the industrial business volume of the town.

This plant is one of a number in Canada owned and operated by this company, others

Atlantic coast to Vancouver on the Pacific, and playing an important part in Canadian Industry.

The Transcona plant was built in 1910-11 by the Dominion Tar and Chemical Company Limited, then controlled by English financial interests, and with its headquarters in Transcona. Operations were commenced in 1911



Photos by M. J. G. McMullen

## THE CANADA CREOSOTING PLANT

1—General view of the plant showing power house, and treating warehouses. Two large creosoting cylinders are seen in the foreground. 2—Trainload of railroad ties ready for entry to the creosoting cylinders. 3—End view of creosoting cylinder. Size of these can be gauged by the figure of a man standing upright in one of them. Note the heavy steel caps which are swung into position and sealed airtight by the many clamps shown after the ties are in the cylinder.

Insert—W. M. Connors, plant superintendent.

being located at Trenton, Sudbury and Sioux Lookout in Ontario; Montreal, Quebec; Newcastle, New Brunswick; Sydney and Truro in Nova Scotia; Swift Current, Saskatchewan; Edmonton and Calgary in Alberta; and Vancouver and New Westminster, British Columbia. The company's operations are thus Dominion-wide, extending from Sydney, on the

and save for a time in 1915-16, when owing to the Great War it was not possible to obtain the requisite creosoting oil, and also for a period in 1919, was operated by its founding company until 1921.

In 1922 the plant was purchased by the Canada Creosoting Company Limited, and has since been in continuous operation, an

**Transcona Board of Trade—"Working for Civic Progress"**

important link in that company's Canadian-wide chain of treating plants. The plant today consists of three 135 foot treating cylinders, each of a diameter of six feet, six inches.

Creosoting of railway ties has been demonstrated as the best means of prolonging their life, and the saving effected in material by such treatment is so important that the process is now generally used. It is particularly valuable, too, in treating piles and similar material used in wharves, dams, etc., subjected to decaying caused by fungi and insects in water.

The plant has been used largely for the treatment of cross ties and switch ties, and the extent of its operation can be gauged from the fact that up to the end of 1935 more than 11,000,000 pieces of cross ties, and 5,000,000 board feet of switch ties have passed through it. Poles, piling and lumber have also been treated, some 30,000,000 gallons of creosote oil and tar being used in these processes.

Railroad ties for creosote treatment must first be thoroughly seasoned. Consequently they are brought to the plant one year before required, and stacked in the seasoning yard where necessary peeling or slabbing is completed. After seasoning they are loaded out into steel tram cars and run into the treating cylinders, it being possible to treat some 25,000 board feet of ties in one operation in one cylinder.

In the preservative processes employed in railway ties, a mixture of 70 per cent. creosote and 30 per cent. coal tar is used.

Preservative for lumber and piling is pure creosote. These are injected into the ties or lumber and piling, as may be, by pressure at an intensity of 150 to 175 pounds to the square inch, the temperature of the creosote oil on application being 180 to 190 degrees. The treated material is then dried off by a drying vacuum, preceded when necessary by an expansion bath.

In the treatment, known as the Reuping Empty Cell process, the cylinder is first filled with air at 50 to 75 pounds pressure, and the creosote is pumped in behind it, the air forming a cushion in the wood cells behind the creosote. Release of pressure is naturally followed by considerable "kick-out," or recovery of creosote making possible a greater depth of penetration for the final net retention of creosote.

The quantity of creosote or creosote mixture left in the material varies according to the use to which the finished product is to be put. Ties, etc., contain six pounds of creosote per cubic foot of timber, and piles for marine use as much as 18 to 20 pounds.

The Transcona plant comes under the direction of Mr. R. L. Bonham, Superintendent of Operation, Western region, Calgary, with Mr. W. M. Connors as local plant superintendent.

Plant executives and staff are among Transcona's most highly esteemed citizens who have always taken a keen interest in all matters of community welfare and development.

COMPLIMENTS OF

# Repeater Flour

---

Sold at

**Louis Davis Company**  
TRANSCONA

# WYNOLA

*The Drink Sensation of 1936*

# 5<sup>c</sup>

**BELL BOTTLING CO. LTD.**



## THE LIFE OF YOUR REFRIGERATOR DEPENDS ON ITS MECHANISM

For real refrigerator performance — beware the false economy of an under-powered unit. Make sure the mechanism you buy won't be overworked. To meet excessive demands for ice . . . to insure Safety Zone food temperatures under all conditions . . . to stand the grind of year-in-year-out service you need **FULL POWER**. In actual service in over half a million homes the famous Westinghouse Hermetically-sealed unit has demonstrated conclusively that full power and economy go hand in hand. Before you buy get all the facts about the year-after-year economy of the Westinghouse Golden Jubilee Refrigerator.



**WESTINGHOUSE**

on its Fiftieth Anniversary

EXTENDS ITS  
CONGRATULATIONS  
AND GOOD WISHES

to

**TRANSCONA**

on its **TWENTY-FIVE** Years  
of Progress



Canadian Westinghouse  
Company, Limited

Head Office & Factories:  
Hamilton, Ontario

Branches in Principal Cities  
from Coast to Coast

# Westinghouse

*Golden Jubilee* **REFRIGERATOR**



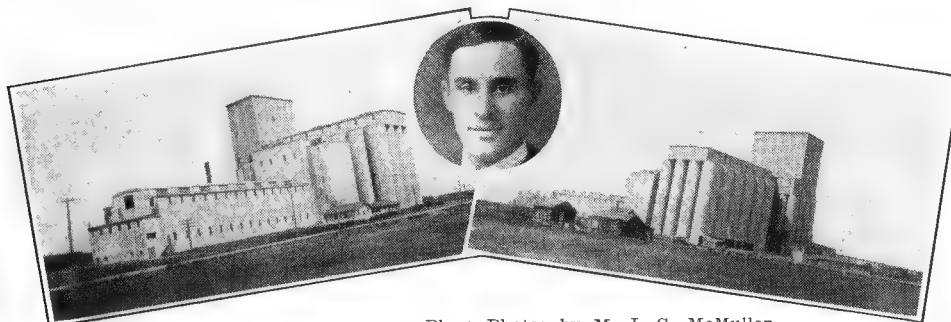
# Dominion Malting Company One of Major Industries

## Employs Force of Workmen for Year Round and Buys Largely of Manitoba Barley

The Dominion Malting Company's plant at Transcona was erected in the fall of 1927, and the production capacity is a million and a half bushels a year while the storage capacity is a million bushels.

The malting process used in this plant is the Drum system, which is recognized to be the most scientific system of malting yet

Many people are under the impression that malt is used entirely for the manufacture of beer and whiskey, and they will be surprised to learn that a large portion of the malt is used by cereal food and candy manufacturers and also in the manufacture of malt drinks such as Ovaltine and yeast for bakers.



Plant Photos by M. J. G. McMullen

The Dominion Malting plant and elevator, in South Transcona, is shown on the left. Picture to the right shows the elevator end of the plant taken from the northwest. This elevator has a storage capacity of 1,000,000 bushels. Inset is picture of Mr. D. S. Kaufman, in full charge of plant operation. Mr. Kaufman has been with the Dominion Malting company since its establishment and was, for several years, resident chemist before assuming his present position.

devised and requires the most expensive machinery and is the only one of its kind in Canada; this up-to-date system providing for a more scientific control of the malting. This plant uses western barley, the bulk of it coming from Manitoba and Saskatchewan, and purchases over a million and a half bushels a year and pays a good premium for the highest grades.

The plant employs over thirty-three men the year round besides those working part time during peak operations, and works a regular schedule of eight hours a day, six days a week.

This plant is under the supervision of D. S. Kaufman who occupied the position of resident chemist for several years and has been in complete charge of the plant since 1934.

The Dominion Malting Company's plant is located in what is known as South Transcona and the bulk of its employees, who live in this section of the town, form the community known by that name. The Springfield Road which runs from St. Boniface east to Dugald, Anola and Vivian, passes the south side of the plant.

**Transcona Board of Trade—"Working for Civic Progress"**

## HEADS OF ONE OF WESTERN CANADA'S LARGEST RETAIL LUMBER ORGANIZATIONS



CHAS. J. LEE  
General Manager



H. STEINTHORSON  
Ass't General Manager



GORDON E. KONANTZ  
General Sales Manager

In 1906 the Grand Trunk Pacific Railway opened up a new country when it built a line west from Winnipeg. In the same year, hand in hand with the pioneers the North American Lumber & Supply Company opened yards at Rivers, Melville and Nokomis. Since then it has continued to expand until today it operates some 50 yards throughout Western Canada with the "key" yard in Transcona.



The Transcona office shown in the above picture was built in 1930 on the location formerly occupied by L. H. Head & Co., successors to Head and Shannon.

This lumber yard is the distributing centre of the organization and besides a stock of close to a million feet of lumber, it comprises a millwork shop and a glazing department, where windows are glazed and shipped to surrounding yards at Beausejour, Selkirk, Stonewall, Winnipeg Beach, Flin Flon, Bissett and throughout Western Canada.

Mr. McMullen the present manager has been with the company for 16 years and in charge of the Transcona branch since 1931. Under his capable and energetic management the business has grown to its present large proportions, employing at peak seasons as high as 25 men and providing a large payroll that is of general benefit to the town.



M. J. G. McMULLEN  
Mgr. Transcona Yard

**The Company's head office is  
in the Royal Bank Bldg.,  
Winnipeg**



J. K. JASTREMSKY  
Architect

# PRINTING

---

Distinctive and Persuasive

***P**UBLICITY that attracts  
and compels action on the part of  
the customer is an important factor  
in the development of business. Our  
years of experience at printing and  
publishing is at your disposal. Let  
us help you with your printing and  
advertising problems.*

---

**THE COLUMBIA PRESS  
LIMITED**

695 Sargent Avenue, Winnipeg

# C.P.R. Terminal Facilities at North Transcona Most Complete

## Huge Investment Represented in Elevators and Trackage

**M**ONUMENTAL significance attaches to the massive structure which dominates the horizon over North Transcona and is known as the Eastern Terminal Elevator. It stands as a testimony to engineering skill of the first order; its grain capacity is estimated at 1,000,000 bushels; it is located on property which is overlaid with 120.2 miles of railway trackage, part of the 315 trackage miles belonging to the Canadian Pacific Railway and conceded to be the largest individ-

industry of the Canadian West. It was a daily occurrence for visitors to Winnipeg from all parts of the world to be taken out to see as many as 7,000 to 8,000 cars a day moved at the North Transcona yards for distribution in all directions.

In the days of booming wheat industry, trains under Canadian Pacific control moved out of Transcona every twenty minutes, with the harvest season average remaining at 7,000 cars every day. A corresponding num-

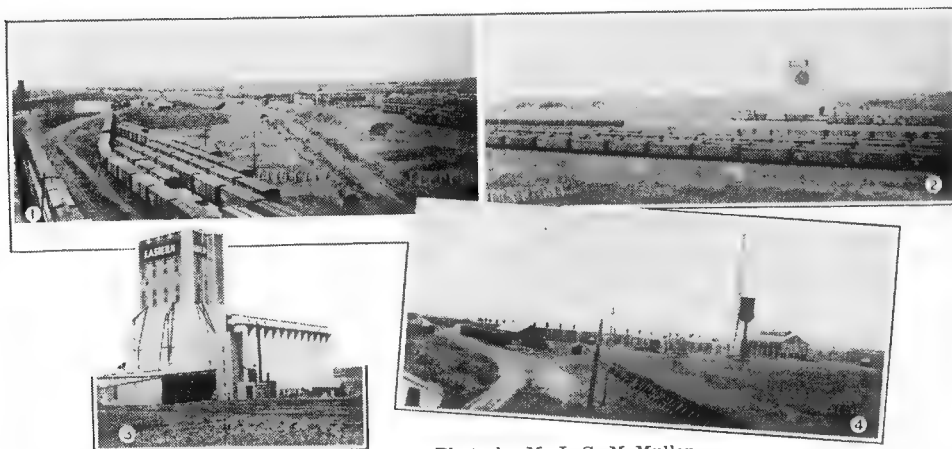


Photo by M. J. G. McMullen

1—The “hump.” 2—Terminal elevator with freight cars in foreground. 3—Another view of the eastern terminal elevator. 4—Power house and round house. These yards have 120 miles of trackage, in four classes of 25 tracks each.

ually owned railway terminal yards in the world.

The elevator was built by the Canadian Pacific Railway and completed by January 1, 1913. Still the property of the railway company, it is now leased to James Richardson and Sons, Limited, and at present contains about 688,000 bushels of western wheat.

When it was first put into operation, the big grain bin was the centre of interest in a community built up around the great grain

ber of trains moved west regularly with empties bound for the waiting smaller elevators of the prairies.

The Canadian Pacific Elevator, however, met with adversity which proved in the long run the means of making it one of the most substantial structures of its kind in Canada.

In operation less than nine months, the huge building was discovered in October, 1913, to be settling about 30 degrees out of perpendicular, until it eventually listed to a

**Transcona Board of Trade—“Working for Civic Progress”**

slant of 27 degrees. Orders were flashed between western lines officials: the late Grant Hall, then general manager; D. C. Coleman, the general superintendent; Sir George Bury, then vice-president in the west; and J. G. Sullivan, the chief engineer. So perfect was the structure as built that in its spectacular performance of slumping over beneath a load of 900,000 bushels of grain, not a single crack could be found in its concrete. As the huge bulk sank slowly thirty feet to the west, its eastern side rose as slowly and the whole kept a perfect balance.

The work of straightening involved emptying the grain through holes bored at the base of the storage bins. Skilled engineers worked at top speed. Batteries of hydraulic jacks worked on signals with the precision of galleons. Cassions were sunk and filled with concrete to make a solid foundation in the soft earth and in a little more than a year the great bulk stood erect, stronger than ever, but leaning slightly still as if to declare its independence. This tremendous piece of engineering cost vastly less than reconstruction and remains a unique example of ingenuity on the part of the engineers in charge of the work.

Functioning to store, dry and treat grain in the most up-to-date manner, the Transcona elevator has been filled to capacity at various times during the last ten years. At present it contains something like 688,000 bushels.

The Canadian Pacific section of the Transcona yards was opened May 1, 1914, and except for way freight and passenger trains, functioned for all the company's freight and merchandise commodities. Trains were switched and classified in Transcona and all cars for Winnipeg delivery were brought in and distributed to their various destinations from this point. All grain entered at these terminals undergoes sampling by Dominion government inspectors who establish the grades and act under the board of grain commissioners for Canada at the grain exchange.

Operating by the gravity system, cars and trains proceed over what is known as the "hump". During the height of business activity in the boom years, one of the most spectacular sights of the western gateway at Winnipeg was the "jockeying" of these

tremendous train loads over the "hump". Pushed by powerful engines to the high point, cars were released, according to classification, at the peak of the breaking point and were run down under their own momentum unto the various tracks from which they were to start.

In this tricky process, the speed is controlled by men known as hump riders, or jockeys. This system is now recognized as the easiest and smoothest method of handling cars both for equipment and lading. Each rider has a number—for the sake of accuracy

(Continued on page 68)



**A Modern  
College of  
Commerce in  
a Modern  
Office  
Building**

*The* **ANGUS**  
School of Commerce  
NEW TELEPHONE BUILDING  
Winnipeg

COMPLIMENTS TO  
**Transcona**  
ON 25TH ANNIVERSARY

**Weston's**  
English Quality Biscuits  
**WESTON JOHNSTON SALES LTD.**  
Sole Agent

COMPLIMENTS OF  
**Dr. MURDOCK MacKAY**

Physician and Surgeon

12 VICTORIA AVE. EAST

PHONE 55

COMPLIMENTS OF  
**Dr. W. H. T. PEAKE**

Physician and Surgeon

CORNER WINONA & YALE

PHONE 27

1924

**Dr. H. R. STEWART**

1936

Office.  
49 BOND STREET

Phone 169

COMPLIMENTS OF  
**Dr. S. L. MARKOVITS**

Physician and Surgeon

29 BOND STREET

PHONE 242

COMPLIMENTS OF  
**Dr E. SHAPER**

Dentist

29 BOND STREET

PHONE 242

# Transcona Shops Pipe Band



Winners of many trophies and titles including the championship of the North American continent, the Transcona shops pipe band is a musical organization in which the entire community takes a prideful interest. This fine band was formed in 1922 under the capable leadership of Pipe Major A. M. Cameron and during its career has competed successfully in many competitions. In 1928, at the Vancouver Caledonian Highland games the band won the championship of North America, and from that year until 1932 won eighteen first prizes in as many contests, having a 100 per cent. record of success. Their most notable triumph was scored at Toronto in 1931, when they won the championship for military and civilian pipe bands, repeating this success the same year in Vancouver when they annexed the Pacific Coast championship. Presidents of the band, untiring in their efforts for its welfare, were the late Andrew McCowan and the late Lachie Smith.

Bandsmen in the above picture are Pipe Major A. M. Cameron, Pipers W. McKay, W. Watt, J. McDonald, J. Drummond, J. Wilson, J. Robertson, and W. Grant, with Drummers A. Anderson, W. Morrison, T. McCormack, J. Dudley and R. Carter, and Lachie Smith, president.

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## C.P.R. TERMINAL

(Continued from page 66)

and speed—and the riders work under direction of the humpmaster, who is in turn responsible to the yardmaster.

Until such time as prosperity comes out from his—or is it her?—hiding-place 'round

that elusive corner, these splendidly equipped terminal facilities are used chiefly for the maintenance of surplus equipment for the movement of Canada's most natural of resources, her grain. As many as 8,000 cars are waiting to be distributed through the great western grain belt.

**Transcona Board of Trade—"Working for Civic Progress"**



# The Marlborough

"Winnipeg's Down Town Hotel"

Best Business Men's Lunch in Town 60c  
Ladies' Luncheon, Mezzanine Floor 35c - Coffee Shop Lunch 40c

BANQUETS, DANCES, CONVENTIONS, DINNERS  
AND FUNCTIONS OF ALL KINDS

220 Rooms with Bath - Fireproof  
SMITH STREET - WINNIPEG

## Picardy Chocolates

When your gift consists of Picardy Chocolates it conveys the subtle compliment that you deem your friends worthy of only the finest and best.

Picardy Candies are sold in Transcona at

**ROBERT'S DRUG STORE**

**BEST  
WISHES**

*To* **TRANSCONA**  
*On Its 25th Anniversary*

**Brown & Rutherford  
Limited  
Winnipeg, Manitoba**

Alex. Brown and Thos. Rutherford arriving in Winnipeg from Galt, Ont., in 1872, entered into partnership and commenced operating a small Saw and Planing Mill on Bannatyne Ave., on the present site of the J. H. Ashdown Co., Ltd.

In those early days transportation facilities were limited as the Railways did not reach Winnipeg and the products, lumber and logs, which they manufactured and sold, were brought down the Red River from Minnesota. Pine lumber on flat barges and Logs in rafts

The business has grown from this small beginning until at the present time they operate the largest Sash & Door Plant and also have the largest individual retail lumber business between Winnipeg and Vancouver.

In 1882 they sold out their site on Bannatyne Ave., and moved to their present location on Sutherland and Higgins, again erecting and equipping a Saw and Planing Mill and establishing a Lumber Yard.

# TRANSCONA BRANCH

## CANADIAN LEGION B.E.S.L.

THEY SERVED THEIR KING & COUNTRY



HERBERT LONGDEN



R.J. HEWITSON



S.R. DAVY



GEO. BALLANCE



JAS. NICHOLSON



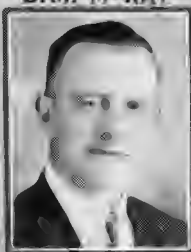
D.M. MCKAY



S.V. COLLETT



H.J. PEDRICK



A.S. WALKER



WM. GARNER



JOHN WATSON



ALEX. CAMERON



WM. GRANT



IVOR GARDINER

# How Transcona Honors Her "Glorious Dead"

## HONOR ROLL

J. Aird  
H. M. Andrews  
A. Annis  
W. Barugh  
C. E. C. Bashford  
M. Bower  
C. Bradley  
G. Brown  
G. C. S. Brooks  
H. Buck  
E. H. Buckley  
J. Buntain  
D. Campbell  
V. Carrol  
J. Cooper  
R. C. Dyer  
J. Edwards  
J. Ellis  
A. Elliott  
G. Esselmont  
D. Farquharson  
H. Fessey  
A. Gibb  
W. Green  
A. Gunn  
J. Harvey  
W. Heron  
E. Hines  
W. L. Holland  
J. Hyslop  
T. Hines  
H. Jenkins  
P. E. Jones

F. J. Johnson  
A. Keens  
D. Linklater  
W. Lissoway  
A. Loude  
G. MacKay  
M. McPherson  
C. A. McAllister  
P. McGillivray  
A. McKinven  
E. W. Mickleburg  
L. Munro  
J. Poirier  
D. Rankin  
H. Rees  
T. W. Roberts  
J. J. Robson  
G. Ryan  
E. Schafer  
H. Swithenbank  
E. Trenham  
R. A. Walker  
D. D. W. Webster  
O. White  
J. P. Willacy  
A. Youngson  
R. Desilets  
A. Fitzgerald  
D. McKenzie  
P. Olive  
A. Barnett  
R. J. Carter  
J. Gordon

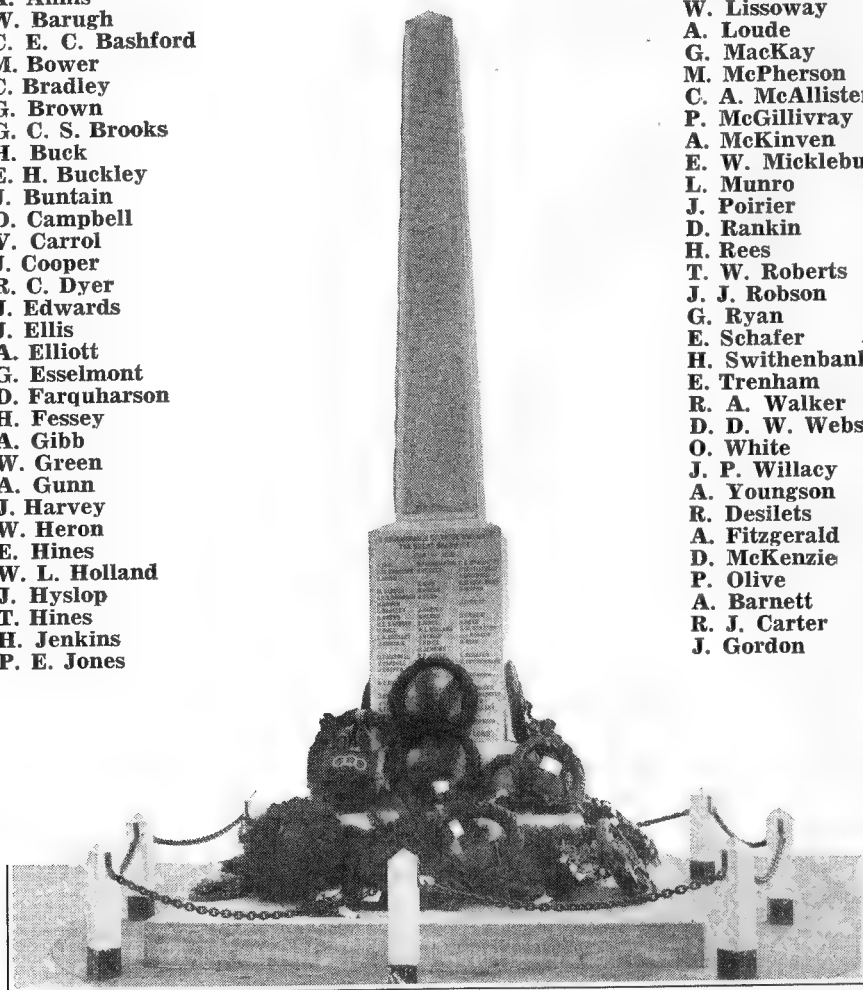


Photo by W. H. Girling

Transcona's War Memorial, corner of Regent and Oxford, erected as a tribute to the men of the community who made the supreme sacrifice in the Great War. This memorial was erected in 1931, by public subscription, arranged by a Citizen's Committee of which William Jones was chairman.

# LADIES' AUXILIARY

## TRANSCONA LEGION B.E.S.L. OFFICERS 1936



MRS. R. MURPHY  
1st VICE PRESIDENT



MRS. W. CALDER  
2nd VICE PRESIDENT



MRS. M.E. JONES  
PRESIDENT



MRS. W. ROBERTS  
FINANCIAL SECY



MRS. M.H. CORNISH  
SECRETARY



MRS. R. WRIXON  
TREASURER

## Transcona Ladies Auxiliary B.E.S.L.

The Ladies' Auxiliary of the Canadian Legion, B.E.S.L., received its charter in 1928, but existed previously as the Women's Service League, doing praiseworthy work for returned soldiers and general community welfare. They also assisted in raising funds for the Transcona cenotaph. Mesdames Andrews, Olive, Ryan and Bradley are life members of the Auxiliary in recognition of valuable service during the war. Mesdames Jones and Barnett saw active service. Auxiliary executive members are Mesdames Barnett, Nicholson, Reid and Hewitson, with Mrs. M. E. Walker, past president.



GEORGE THOMPSON  
C.N.R. trainer and all around  
sportsman who has played a  
big part in the development of  
Transcona Athletes.

## A Brilliant Transcona Scholar

One of the most brilliant young men in Transcona's history, who has brought honor to his town on many occasions, is L. E. (Ted) Jones, son of Mr. and Mrs. William Jones, 93 Rosseau Avenue. At present "Ted" is in Toronto, having won the University of Manitoba travelling fellowship in Engineering, in 1932-33. He graduated from the Manitoba "U" in 1932, winning the University gold medal and other honors. He has been prominent in many phases of University life. Scores of friends in Transcona will watch his future career with interest.

## CHAS. McK. GRAY Pioneer Town Official

Mr. Gray became connected with the Town of Transcona in an official capacity when he was appointed to the position of Tax Collector in 1921. This position he occupied until January, 1926, when he accepted the position of Town Clerk, which post he has faithfully and capably fulfilled for the past 10 years. Few men possess the capacity for executive administration that would enable them to successfully guide the course of the Town during the stormy years through which it has passed. However, Mr. Gray has discharged these trying duties in a manner that has been of distinct benefit to the Town and has won for him the respect and admiration of everyone in Transcona.

MAKE  
OGILVIE  
ROYAL HOUSEHOLD FLOUR  
*Your Household Flour*

"CANADA'S BEST"

## AMONG THE FIRST RESIDENTS OF TRANSCONA

Among the first residents of Transcona are the following:

Neil McAskill, Oxford St.  
Mrs. Andy Brown, Mrs. Vare, Victoria Ave. East  
Mrs. Thos. Swallow  
Dr. and Mrs. Peake  
Mr. and Mrs. E. J. Whitney  
Mrs. Frisk  
Dr. Winkler, 589 Wellington Cres.  
Mr. and Mrs. B. C. Higgins, 37 Vernon St., Halifax, N.S.  
J. D. Matheson, McDonald's Corner  
Jas. Holland, Whittier Ave. East  
Mrs. Jack Brown, Transcona  
Mrs. Jack Smith, Melrose Ave. East of Kanata  
Mr. and Mrs. Harold Lacey, Winona St. near Rosseau  
Robt. L. Esselmont, Whittier Ave.



**GEORGE NURSE**

A prominent Transcona fraternalist who has held important offices in many local associations.



**J. W. GUNN**

A veteran member of Transcona Town Council and School Board. He has devoted a lifetime to the service of his fellow citizens.

## Central School Staff

The present Central school staff is as follows:

**Elementary:** Misses A. Bell, F. E. Wright, H. Tandy, E. F. Hammond, I. Coltart, M. Webster, M. E. Webster, C. B. Irving, M. Underhill, E. L. Scott, H. Spackman, L. V. Moir, L. A. Nevens, M. I. Barton, E. M. Wilson, E. M. Nevens, A. E. Harvey, V. M. Brown, M. Hurst, M. Masters, F. Matheson, H. M. McKellar; Mrs. M. W. Widlake and Mrs. L. D. Crossland; Mr. W. T. Morris.

**Collegiate:** Mr. C. J. Muller, Mr. B. A. Tingley, Mr. G. H. Blackwell, Mr. G. E. Mark, Mr. L. E. Gendron and Miss A. S. Crickcard.

**Principal:** Mr. D. A. Baxter.

**Engineer:** Mr. Wilfred Gibson.

**Attendance Officer:** Mr. W. Jackson.

**Caretaker:** Mr. W. E. Gibson.

## Transcona Board of Trade— “Working for Civic Progress”



**I.O.O.F.**



**JOHN McGEACHAN  
JUNR, PAST GRAND**

Transcona Lodge No. 81, I.O.O.F., has grown up with the Town of Transcona, having been Instituted May 31st, 1911.

In extending our hearty congratulations upon this 25th Anniversary, we express our earnest hope that we may ever continue to be an invaluable and outstanding asset to our Community.



**W.J. CRITTENDEN  
NOBLE GRAND**



**THOS. ACRES  
VICE GRAND**



**W. T. FULLER  
PAST GRAND MASTER**



**ROBT. ANGUS  
RECORDING SECRETARY**



**WM. EMSLIE  
FINANCIAL SECRETARY**



Life is the mirror of every man;  
'Tis just what we are and do.  
So give to the world the best you can,  
And the best will come back to you.



**JOHN FRASER  
TREASURER**

# TRANSCONA LODGE Nº 40

*Confidence  
Rebekahs*  
1936



**MABEL SOMMERVILLE**  
PROVINCIAL PRESIDENT



**LOUISE DAY**  
NOBLE GRAND



**MILDRED COWAN**  
FINANCIAL SECRETARY



**ISABELLA ESSELMONT**  
CHAPLAIN



**ALICE EVERTON**  
SECRETARY



**ELLA CHADWICK**  
JR. PAST NOBLE GRAND



**JANET FRASER**  
TREASURER



**MARGARET McGEACHAN**  
VICE-GRAND



## Confidence Lodge

**C**ONFIDENCE Rebecca Lodge No. 40, Transcona, was instituted on March 24, 1913, charter members being: Alice Tulford, Lulu Brinston, Gertrude Watt, Isbell Armstrong, Francis Maxwell, Bros. S. Dunnett, A. R. Lyons and G. W. Purvis. This Lodge was dormant for two years during the War but was revived again in 1918, M. Sommerville, Noble Grand.

In 1920 this Lodge contributed \$500 towards our Home in Charleswood, Confidence receiving the oak gavel with gold plate for the largest contribution in the Province.

In 1925 our degree staff with Bro. W. Fuller, P.G.M., as degree captain competed at Portland, Oregon, with 1,100, other degree staffs, Confidence brought home the Silver Shield.

1930 the degree staff travelled to Flin Flon to confer the degree on forty candidates at the instituting of the North Star Rebecca Lodge.

In 1935 this Lodge had the honor of having one of their members, Sister M. Sommerville, elected President of the Rebecca Assembly of Manitoba. On May 16th of that year the degree travelled by bus to Cypress River, Manitoba, and conferred the degree on thirty candidates at the instituting of the Royal Jubilee Lodge there.

Mrs. Geo. Vincent, Sr., is our veteran member.

Confidence has 160 members and much could be told of their good work amongst the sick or distressed. Our motto is: "Do good unto all as we have opportunity."

---

**Your Board of Trade is composed of the leading men in the community who are working for town improvement. Improvements won't come by themselves. Someone must initiate ways and means of making Transcona a better town to live in. What's more—someone must overcome the hurdles and difficulties and put the improvements into effect. The larger the Board of Trade membership the more influence it will wield and the more it will accomplish. Support it by becoming a member!**



**Congratulations!**  
on Transcona's 25 Years of  
Progress

**GARNER**  
**BEAUTY SHOPPE**

Phone 96  
13½ Regent Ave. W. - Transcona

Our glad hand is  
extended in welcome  
to the Citizens of  
Transcona on this  
their Silver Jubilee

---

**STILL'S**  
**Drug Store**

53 BOND STREET, Transcona

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## LOCAL DAIRY SERVES TRANSCONA FOR MANY YEARS

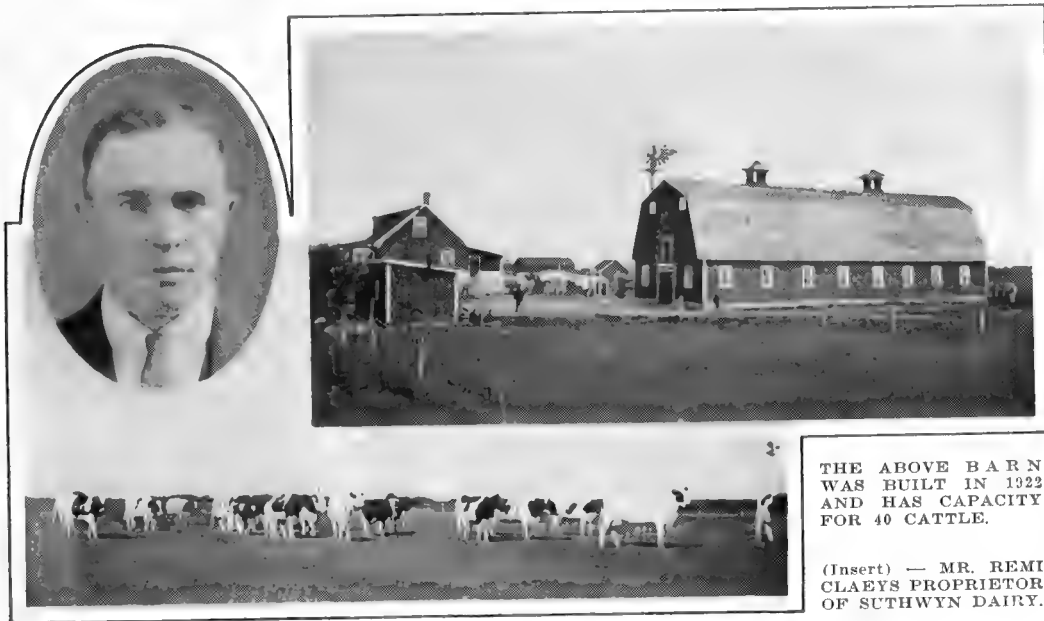
Mr. Remi Claeys who operates the well known "Suthwyn Dairy" has been serving the people of Transcona since coming to the district in 1917. He keeps a herd of from 30 to 40 well bred Holstein and Ayre-shire cattle.

The large barn was built in 1922.

cleanliness which is evident in the handling of the dairy products.

The windmill at the end of the barn is used for pumping water from a well underneath which provides an adequate supply for the cattle.

This dairy is located just east of



THE ABOVE BARN  
WAS BUILT IN 1922  
AND HAS CAPACITY  
FOR 40 CATTLE.

(Insert) — MR. REMI  
CLAEYS PROPRIETOR  
OF SUTHWYN DAIRY.

Photos by M. J. G. McMullen.

"THE LOWING HERD WINDS SLOWLY O'ER THE LEA."

This photo, showing a part of the "Suthwyn Dairy" herd, was taken as the cattle were leaving the pasture to return to the barn for evening milking.

It is fully modern with cement floors and has been the recipient of many visits from purchasers of milk and cream from "Suthwyn" dairy, named after the Suthwyn school district, and the visitors have always been favorably impressed with the air of

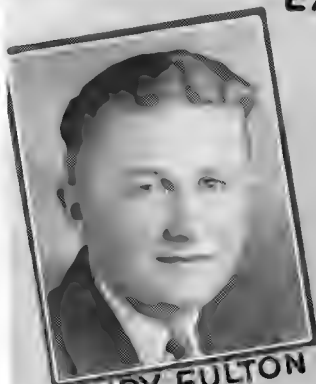
the Town of Transcona about one-quarter mile north of the Dugald Road.

Mr. Claeys is a member of the Transcona Board of Trade and a popular resident among the people of Transcona district.

# TRANSCONA TENNIS CLUB

EXECUTIVE OFFICERS

1936



ANDY FULTON  
EXECUTIVE



ROBT. ST. MARIE  
EXECUTIVE



MARY McARTHUR  
EXECUTIVE



LEO LENTZ  
PRESIDENT



HELEN CARGILL  
EXECUTIVE



PAT McCORMICK  
VICE PRESIDENT



ALICE ANGUS  
SECRETARY



A. BLUMM  
TREASURER

# L.Q.B.A SWASTAKA LODGE #247

## *Executive Officers*

1936



SARAH CARTER  
DEPUTY GRAND MISTRESS  
OF MANITOBA



WINNIFRED NEVENS  
WORTHY MISTRESS



GEORGINA MOORE  
DEPUTY MISTRESS



NITA CRITTENDEN  
RECORDING SECRETARY



NAN CAMPBELL  
TREASURER



DOROTHY SAYERS  
FINANCIAL SECRETARY

# Swastaka Lodge L.O.B.A. No. 247

**S**WASTAKA Ladies' Orange Benevolent Association was organized June 18, 1917.

The late R. J. Carter first instituted this branch with Mr. W. Connor assisting.

Right Worshipful Sister McKee and team from Winnipeg initiated the following original charter members into the organization: Sisters Carter, Richardson, Lewis, Taylor, Campbell, Williams, E. Stewart, Backus, Harding (nee Edith Harvey), L. Foster, Hardy, Dempster and Brothers Richardson, Connor and Carter. The following ladies were the first officers elected: Sisters Dempster (now of Melville, Saskatchewan), Worthy Mistress; E. Stewart, Worthy Deputy Mistress; Richardson, Quill Lake, Saskatchewan, Recording Secretary; L. Foster (now residing in England), Chaplain.

The organization lives up to its name "Benevolent", although it has and still is passing through times of great world-wide depression the order in this community is still showing strength. It has also been able to assist civic charities in the community.

The Lodge has donated \$1,200 towards the upkeep of its Home, "The Protestant Home in St. Charles" which was opened on July 12, 1927, and is the main object of our activities. There are fifteen life members in the Lodge.

In March, 1927, the Degree Team, with Brother Carter as Degree Captain, won the Provincial Grand Lodge Cup for Degree Work. In the years 1928 and 1931 the Lodge were again successful in winning this cup, Sister King being Degree Captain.

In February, 1929, a team from Swastaka journeyed to Angusville, Manitoba, where they instituted a new lodge of twenty members. Throughout the years teams have visited several lodges exemplifying the Degree, The Pas being the farthest point visited.

Mrs. A. Frisk of Swastaka Lodge was the first woman in Transcona, arriving here in September, 1909, and is still very active in our organization.

Sister Carter has brought honor to the Lodge by holding office in Most Worshipful Grand Lodge of British America, and at

present is holding the office of Most Worshipful Grand Lecturer of British America, as well as office of Deputy Grand Mistress of Manitoba.

Sister Foster has held the office of Grand Director of Ceremonies of the Right Worshipful Grand Lodge of Manitoba, and Sister Tuxford held the office of Grand Deputy Lecturer also.

The membership stands at 55 members.

For all progress made during the past years, for health and strength, for all kindnesses with which we have been blessed Swastaka Lodge members acknowledge with thankful hearts.

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## O.R.C. CHAIRMAN SENDS GREETINGS



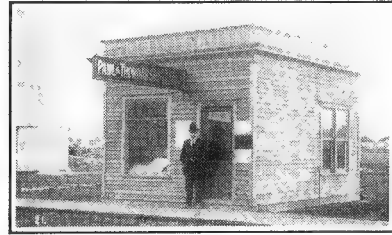
NEIL McASKILL

Mr. McAskill came to Transcona in 1909, from Kenora, Ont., and for 25 years has been in the service of the C.N.R. as conductor. He served for 15 years as local chairman of the Order of Railway Conductors. He was born in Higate, Kent County, Ontario.

Mr. McAskill extends the greetings and good wishes of the O.R.C. on the occasion of Transcona's Jubilee.

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# Tony's Cafe



Tony's cafe, owned and operated by A. Casagrande and located on the busy corner of Regent and Oxford is a popular rendezvous in Transcona. Mr. Casagrande is one of Transcona's pioneers, coming here in 1913. For five years he was a popular employee of the C.N.R. shops, and in 1919 opened his cafe in the present location. Business proved so good that in 1926 the establishment was enlarged and modernized, and has recently undergone further exterior improvement by the application of Insul-Bric siding, manufactured by Building Products Ltd. and supplied by the North American Lumber & Supply Co. To complete the fine effect of this popular resort on the main thoroughfare, the siding was also applied to the adjoining stores, occupied by Dolores' beauty shop, the White Swan bakery and the City Hydro. The inset cut graphically illustrates the development of Transcona, as this small building was remodelled and became Tony's first cafe. It was built in 1912 and occupied by Paul and Thordarson, realtors. It was Transcona's first assessment office and K. S. Thordarson, seen standing in front of the office, was Transcona's first assessor.

1910 ————— 1936

## Twenty-Six Years' Service to the Residents of Transcona & Springfield

In April, 1910, our local yard was opened and at that time Transcona was a hamlet of only a few houses. During the years following we have had the pleasure of supplying many of the buildings in a fast growing community.

We take this opportunity of presenting the following list of Transcona people residing here today who, among others, were dealing at "The Dominion" twenty-five years ago.

J. Aubertin  
Mrs. W. T. Atwood  
L. Bilodeau  
Mrs. A. Brown  
A. Brinston  
C. Bogdon  
T. Blaquiére  
G. Cable  
A. H. Campbell  
A. Dunn  
Mrs. F. Danko  
L. Dubas  
W. Dutka  
E. Deckert  
Mrs. A. Frisk  
H. Fuller  
N. Forrest  
G. Glour  
A. Goodman

N. Hominuke  
A. Heppel  
J. Holland  
P. Kozak  
F. Kashinski  
W. Klingbell  
G. B. Lewis  
A. H. Lacey  
F. Lotke  
L. Leyschak  
Mrs. C. Moore  
N. McAskill  
W. Newman  
J. Nedarkiss  
O. Odette  
J. Oleschuk  
P. Ochocki  
Dr. W. H. T. Peake  
A. Paul

I. Pkorney  
T. Quinn  
G. Rennie  
A. J. Randquist  
Mrs. T. Swallow  
E. J. Smith  
B. J. Sequin  
Mrs. L. Sorenson  
M. Sarofin  
N. Shmylski  
J. Tetrault  
S. Ternoski  
T. Tohnonick  
Mrs. J. Turner  
S. Ungarian  
J. Vincent  
J. Verbitsky  
R. F. Webster  
A. Zergeski

## THE DOMINION LUMBER & FUEL Co. Limited

15 Bond Street, Transcona

Phone—Transcona 38

## The Home of Choice Meats



You just can't miss Jack Kolisnyk's grocery and meat store, at the corner of Ravelston and Madeline, and Transcona residents long ago found it a first class establishment at which to stock their larder. Mr. Kolisnyk is especially famed in town and district for the fine quality of his meats.

First engaging in business in Transcona in 1927 Mr. Kolisnyk established a reputation for handling only the best quality groceries, provisions and meats. Naturally his business prospered and in 1930 he found it necessary

to secure larger quarters. The building he now occupies was built to his order and plan, and is provided with modern equipment for keeping food supplies in correct condition. In every department his stock is maintained at the peak, and the wisdom of this policy has been demonstrated in constantly increasing patronage.

"Jack's" for high class meats, groceries and provisions—is almost a household word with housewives in his neighborhood.



H. MARGOLIS  
Manager

## Transcona Fruit Home

*"THE HOME OF GOOD FRUIT"*

Phone 476

Cor. Bond and Oxford St.

Our business has grown with the progress of the Town and we wish to thank the citizens for their continued patronage.

*We Offer our Congratulations on this their Silver Jubilee*

City Branches:

**PORTAGE FRUIT HOME**

Portage at Carlton  
Winnipeg

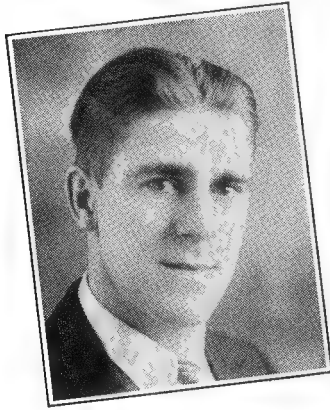
**FRUIT ORCHARD**

Portage at The Mall  
Winnipeg



# History of the Ajax Club

An Aggressive and Popular Young Men's Social Club  
With a Fine Record of Achievement



HERB NEIL



E. LIDGATE

**I**N the autumn of the year 1921 the original Ajax Club was formed, called the Ajax Young Men's Club. The same year the Club entered the Sunday School sport event and swept the field, taking 70 per cent. of all the points awarded.

During the winter other successful sport events took place, also the same year the Club staged "The Prodigal Son."

Many members of the Ajax Club are in various parts of the globe; Eastern Canada, United States, England, Los Angeles, and Chicago, etc.

One of the aims of the Ajax Club has been to sponsor sport and goodwill. For a number of years a rink was maintained on the corner of Winona and Yale, later, under the present Club, the situation was moved to Bond and Rosseau where it remained until 1934.

In the year 1931 the Club staged an original concert, a "Radio Television Concert" which proved successful, also in the same year a Fair was held on the corner of Bond and Regent. This Fair drew a large crowd and was repeated again in 1935 along with a dance.

Again in the year 1932 football was organized and the boys entered a team which captured the cup in the year 1933.

All of Transcona will remember the Ajax-Tennis Club Carnival, and it is unnecessary to mention here how highly successful the event was, also how many of our local speed skaters were given a chance to bring themselves out. Also the Club has entertained from behind the footlights: in 1934 the Club presented "Spooky Tavern," again this year "The Ninth Guest." At the two "Amateur Nites" which were presented in the Theatre the Club were forced to turn many away because of insufficient seating capacity. Other lines of activity being numerous dances, such as the "Mystery Dance" and the "Nautical Dance" and many other social events.

Ajax Club presidents to date are as follows: 1921-22, Larry Honnor; 1922-23, Jack Scot; 1923-24, Sid Holtby; 1924-25, Sid Neil; 1925-26, Joe Neil; 1926-27, Les Wotton; 1927-28, Ted Jones; 1928-29, Jack Scott; 1929-30, C. J. Price; 1931-32, W. McKeown; 1933-34, C. G. McMullen; 1934-35, T. Valentine; 1935-36, H. Neil.

**Transcona Board of Trade—"Working for Civic Progress"**

# TRANSCONA'S ONLY NEWS AGENCY

BRITISH, CANADIAN and AMERICAN  
PAPERS and PERIODICALS

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Complete Lending Library in Connection

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Confectionery - Cigars - Cigarettes  
Tobaccos

## Wm. H. GANDER

Transcona News Agency

59 Bond Street

Phone 84

*Transcona's  
Only Resident  
Licensed  
Electrician*

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Electrical Repairs of all kinds

---

All makes of Electrical Requirements  
in stock

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## C. R. NOTLEY

Electrical Contractor  
54 BOND ST. (Sharp Blk.)

OVER 20 YEARS  
IN BUSINESS IN  
TRANSCONA . . . .

First Class Meals  
Served in our Cafe

---

Comfortable Rooms

---

Refreshments

## Palma Hotel

R. SCARDINA, Prop.

BOND at MELROSE      PHONE 139

"A Good Eating House  
at the Shop Gates"

# Saint George's Church News



REV. R. L. HAYLOR

**M**EMBERS of the congregation of St. George's have always borne their full part in Transcona's community life and work, and have made substantial contributions thereto.

Transcona Anglicans held their first organized service in Campbell's hall, in August 1911, and a month later Rev. A. T. Norquay presided over a meeting which decided to build a parish church and rectory. Members of the building committee which had this undertaking in hand were, Messrs. Brinston, Hall, Hunt, Dickinson, Engley, Maxwell, and Rev. Mr. Norquay, the rector.

The site was selected by Archbishop S. P. Matheson and the rector, lots were purchased and paid for and the opening service was held in the new church on December 17, 1911. The first parish meeting, April 8, 1912, returned E. H. Bate as rector's warden, and E. W. Bassett, people's warden, with a vestry composed of C. H. Edgley, R. D. Hipperstall, Mr. Arnold, C. Andrew, F. W. Hall, L. Vivian, E. G. Whitney and Messrs. Rowalt and Rowland.

Clergy serving in St. George's are Rev. A. T. Norquay, deceased, 1911-1919; Rev. J. H. Thomas, 1919-25; Rev. W. J. Morgan, deceased, 1925-27; Rev. A. W. Nixon, 1928-32, and Rev. R. L. Taylor, 1932 to the present.

Interesting events in the history of the parish are as follows:

Mr. Norquay presented a memorial bell to the parish which was the first to be hung in Transcona. The fence was the gift of a parishioner; the brass Altar Cross was the gift of the Woman's Auxiliary; maple and elm trees were planted around the church grounds, and the honor rolls and flags with Sunday school shield in memory of those who paid the supreme sacrifice during the war 1914-18 were presented during the incumbency of Mr. Norquay. He also organized the first Anglican Young People's Association in the diocese of Rupert's Land in 1912. During the incumbency of the Rev. J. H. Thomas the parish became self-supporting; part of the basement was fitted up as a Guild Hall. In the rectorship of the Rev. W. J. Morgan the choir was robed; this took place May 2, 1926. The most noteworthy event in the history of the parish was the retiring of the mortgage February 11, 1928. The Rev. W. Nixon was rector and the names of Messrs. C. McK. Gray and R. C. Hayward are associated with the achievement. In 1933 the basement was remodelled and a new heating system installed; the remodelling of the rectory kitchen was completed in 1935 and the entire rectory redecorated in 1936.

---

**Did you ever play tug-of-war? It's the small extra tug that wins!**

**The Board of Trade endeavors to supplement and assist the town council and other civic bodies by lending its support to all undertakings that are for the general good of our community. Support the Board of Trade by joining and becoming associated with it.**

**It's YOUR Board of Trade—make it work for YOU!**

**Transcona Board of Trade—"Working for Civic Progress"**

## Congratulations to the Citizens of Transcona . . .

[ The Management and Staff offer their best wishes  
to the citizens of Transcona on this the occasion  
of the Anniversary of the Founding of the Town.

### BLOSTEIN'S Limited

*"Transcona's Favorite Shopping Centre"*

41 REGENT AVE. W.

Next to Eaton's

PHONE 314

### The Pioneer Garage of Transcona

Dealing in

RED INDIAN GAS  
and OILS

Goodyear Tires and Tubes

Exide Batteries

Car Repairs — all kinds

## MELROSE GARAGE

B. SEGUIN, Prop.

24 MELROSE AVE. W.

PHONE 213



### TRANSCONA'S ONLY BAKE SHOP

Bread, Cakes, Buns  
Wedding and Birthday Cakes  
Pastry

## White Swan Bakery

J. KLIPS, Prop.

5 REGENT AVE. W. (Next to Hydro)

# Assumption R.C. Church



REV. FATHER BELLEVANCE

**T**HE first Mass in Transcona was celebrated by Rt. Rev. Mons. F. A. Dugas, Vicar-General of the Cathedral of St. Boniface in the home of Paul Jette, which had first been duly prepared. Mr. Jette was also a member of the first Church committee, his fellows being Frank Butler and Joseph Maranda. These investigated ways and means of building a church, and in August 1911 Rev. Fr. J. E. Lee, of Oakwood, N.D., was appointed to the new parish.

Until a church and rectory were built, Mass was celebrated in Campbell's block, and Fr. Lee lived at the corner of Leola and Victoria streets.

Building operations commenced in September 19, and the first Mass in the new church was celebrated on December 3, 1911, an important contribution to the funds necessary for the building being made by Mrs. J. C. Maranda, Mrs. Dr. Winkler, Mrs. J. Brodeur, Mrs. W. Duggan and Mrs. C. Desosiers, under whose auspices a mammoth bazaar, the first of the kind in Transcona, was held in Campbell's block on November 14-17, 1911.

The church was blessed on Palm Sunday 1912, by the Archbishop of St. Boniface and assisting staff. The first trustees of the church were Ernest Asselin, Adelard Paul and Theo. Blaquiere. On May 25, 1913, confirmation was administered to 32 children, and a new church bell, weighing 600 pounds was duly blessed.

Father Lee being promoted to St. Edward's parish, Winnipeg, in 1913, he was succeeded by Rev. L. G. Belanger, who also conducted two missions at Craig Siding and Lewis. In January 1920, Rev. Fr. Paille came to the parish and ministered until April 1934. During his regime the parish experienced remarkable progress, debt was reduced, a parochial school established and maintained by the Oblate Sisters, the church was re-decorated, sanctuary enlarged and rectory repaired. The school now has an attendance of 105 children.

In the days when the depression was at its worst, many parishioners lost their employment, but the church carried on and today enters on a new and even more vigorous period of good work.

On April 19, 1934, Rev. Fr. Paille was transferred to St. Norbert, where he celebrated the silver jubilee of his ordination to the priesthood, in September of last year.

Rev. J. Bellavance, the present rector, came to the church from Sioux Lookout on Rev. Fr. Paille's transfer, and is ably conducting the affairs of the parish in the footsteps and following the high example set by his devoted and devout predecessors.

---

## JOIN THE BOARD OF TRADE

This booklet is an example of what can be accomplished by Board of Trade efforts.

If you are pleased with this booklet show your appreciation by becoming identified with the Board of Trade. The larger our ranks the more we can accomplish.

Membership is open to all public spirited residents of Transcona—

**JOIN NOW !**

**Transcona Board of Trade—"Working for Civic Progress"**

**FARM  
ESTABLISHED**

**1887**

**PURITY  
CLEANLINESS  
COURTESY**



It has been our privilege to see Transcona grow to be our Province's largest town. For many years it has also been our privilege to service the community needs of Dairy Products.

Our business aim is not conquest, but  
**CO-OPERATION**  
and a bigger and better understanding — let us feel acquainted.

**D. JAMES & SONS**

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Complete  
Electrical  
Service*

**GREENGRASS  
& FORBES**

**Electrical Contractors**

**138 WHITTIER AVE. W.      PHONE 66**

We offer our hearty congratulations to  
Transcona on this the occasion of their  
Silver Jubilee

## **MAC'S BABY BONNET SHOP**

Dealer in  
Dry Goods, Ladies' and Gents' Furnishing  
Babies' Wear a Specialty

**Phone 393**

**19 REGENT AVE. WEST  
Transcona**

# Yale United Church



REV. R. E. SPENCE

The birth of Yale United church coincides with the origin of Transcona. The first service of this congregation was held in May 1910, by Rev. James Wilkins, student pastor, in the dining room of Peterson & Fell's construction camp. A tent was later obtained and services held there the following summer and autumn.

W. J. Christie donated the present church site and the corner stone of the church was laid in August 1910, by Thomas Ryan. The church was dedicated in November of the same year by Rev. Dr. Andrew Stewart, of Wesley College, then chairman of the district conference.

From that time to the present Yale United church has been a prominent factor in the spiritual life of the community. Among the pastors who have served it during its quarter century were Revs. G. L. Waite, J. W. Runnions, G. T. Honnor, R. G. Pritchard, T. W. Magwood, J. T. Wotton, J. H. Shemilt, and now Rev. R. E. Spence.

A fitting climax to its successful work was observed at the jubilee anniversary services

in November last when the mortgage was burned in the presence of a capacity congregation, including fourteen members who had been present when the church was opened in 1910. Dr. W. H. T. Peake, a member of the Church Board for 25 years, lighted the match which reduced the mortgage to ashes and the church now stands free of debt.

All connexional church activities are well represented in Yale United. It has been a hive of Christian activity, with fine Sunday school, flourishing boys work board, C. G. I. T., Young People's Society, well attended Ladies' Aid and W. M. S., a choir and dramatic society, all of which are doing first class work. It is the church home of many representative citizens who rejoice at continuous evidence of its virility and Christian standing.

## C.N.R. SHOPS ARTICLE

(Continued from Page 53)

power has increased in size and weight naturally the crane had to be strengthened.

This crane was originally designed to lift a total of 120 tons. In 1925 it was necessary to strengthen it and it was changed to lift a total of 140 tons. In 1928, however, with the advent of the larger engines of the 6,000 class, the crane was again increased, so that today this tremendous crane is capable of lifting 160 tons dead weight. It is an almost awe inspiring sight to see this crane pick up one of the modern locomotives and lift it over the workmen's heads and travel down to the other end of the huge shop with it's precious load.

A few years ago a scrap reclaim plant was inaugurated and today there are 100 men regularly employed in salvage work. A dope reclamation plant has also given employment to a number of additional men.

Generally speaking the Transcona Shops is the pulse of the Town of Transcona and plays a large part in keeping the town before the eyes of the railway world all across the continent.

## Transcona Board of Trade—"Working for Civic Progress"

## THE RED & WHITE STORES

1911

1936

### Serving the People of Transcona For Twenty-Five Years

The firm known as the L. Davis and Company has a record of service in Transcona that can be looked upon with considerable pride, having ably served the people of Transcona for a period of twenty-five years.

From 1911 to 1914 the business was carried on under the firm name of Davis and Kavanaugh and in 1915 the present owner, Louis Davis, joined the firm when Mr. Kavanaugh retired from the business.

In 1927 the firm again changed hands and this time came under the sole ownership of Louis Davis and known as it is today "L. Davis and Company." His brother, Harry, the former partner, moved to Sioux Lookout.

In 1930 the firm joined the chain known as "The Red and White Stores" and have increased their business to the point where it is today one of the most popular stores in Transcona. The business has been built around the popular slogan, "If you want your friends to pay you a return visit, get your meat from Louis."

Mr. Davis is an ardent supporter of all sporting activities in Transcona and is a member of the Native Sons of Canada, the Knights of Pythias and also a very strong supporter and active worker of the Transcona Board of Trade.



# Knox Church



REV. G. TOLTON

**F**OUNDED as the result of the deep religious interest and character of Scottish sons and daughters, who came to Transcona in 1910, Knox church has developed with the community. The devout congregation worshipped first in the summer of that year in Peterson's and Fell's boarding house, later in a tent, and in October, 1910, held their first service in the present church building on Harvard Avenue, East. The church was dedicated by Rev. Dr. C. W. Gordon (Ralph Connor).

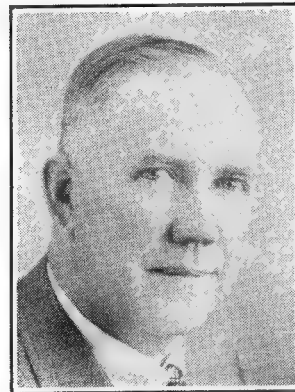
In the quarter of a century which has elapsed since Knox church was opened, but six ministers have served the congregation, but they have exercised a deep and stable influence on the life of the community in general, and the church congregation in particular. The church ministers have been Rev. David Iverach, Rev. Robt. Crockett, who ministered in two periods, Rev. H. P. Davidson, Rev. H. P. Duckworth, Rev. James Savage, and the present minister, Rev. Gordon Telton.

Starting with but a few members—at the first anniversary in 1911 there were but 40—

the church congregation has reached the high point of more than 250, and at present numbers approximately 120. Many adherents are also keenly interested in promoting the church's work.

The church organizations are active and energetic, the session of five members being composed of men who have the respect of the entire community for their sterling Christian character. The board of management, too, has rendered valuable service in years of stress, upholding the integrity of the organization with the active support of connexional bodies, of which the Ladies' Aid, a band of devoted women, has been of great assistance. Knox Young Peoples' Society is also active in all good works and this spring the church interior was remodelled and re-decorated through their initiative. The Mission Society and Band have also been untiring in their work, while Sunday school and C.G.I.T. are in accord with the best traditions of worthy effort. Work among young men and boys has also been outstanding.

Knox church choir is an organization of note. For five consecutive years, 1927-1932 it won the shield at the Manitoba Musical festival as the best rural choir in the province-wide competition.



CHARLES NELSON

Mr. Nelson is a past president and member of the executive of Transcona branch, Canadian Legion. Other executives will be found in the full page plate elsewhere in this issue.

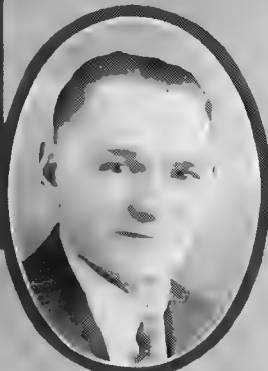
**Transcona Board of Trade—"Working for Civic Progress"**

# TRANSCONA HORTICULTURAL SOCIETY

## OFFICERS 1936



**GEO. E. OLIVE**  
PAST PRESIDENT



**A. E. PAYNE**  
PRESIDENT



**D. R. DUNCAN**  
SEC. TREASURER



**H. MORLEY**  
VICE PRESIDENT

**D**USKY pools of melted snow filled the down-town district and springtime softness in the air invited thoughts of gardens on the evening of February 19th, 1930, as we hurried to the Town Hall. The garden-makers of the town had decided to form a Horticultural Society. An enthusiastic group had gathered there. In the course of an informal discussion accompanying the formalities of organization the following officers were elected: Hon. Presidents, Dr. M. McKay, M.L.A., Mazon, and W. Haigh; President, G. E. Olive; Vice-President, Mrs. H. L. Erratt; Secretary-Treasurer, G. Rennie. Directors: Mrs. J. M. Fowles, Mrs. W. H. Middlehurst, L. Russell, D. Evans, W. Clifford, M. Kasianchuk. Miss Margaret Johnson, Horticultural editor of the Free Press, addressed the meeting, stating that an organization of this type should prove a most valuable asset to our community. Thirty-two members were enrolled that night, increasing later to 121. Our object is to make Transcona a better place

to live in. Our activities are sponsoring the beautification of Home surroundings, planting trees, boulevards, holding exhibitions, children's garden competitions, juvenile garden competitions, adult garden competitions, educational lectures, field days. Our motto is to Beautify Transcona.

During the six years of organization 600 rose trees, 100 lilies, 2,500 gladioli and 500 iris have been distributed to its members. The Memorial surroundings, the Flower Beds on Regent and Tree planting have been taken care of by this Society.

It is very gratifying to see the change in the physical aspect of the town, since our slogan of Beautify Transcona started there is now approximately one mile of boulevard in town and the flower and vegetable gardens are outstanding in variety, quality and culture. It is getting to be a habit now to walk around our own town to see the achievements of the Society in such a short period as six years.

**Transcona Board of Trade—"Working for Civic Progress"**

In 1934 our activities were extended among the children, organizing a Transcona District in the Waugh Shield competition. In 1935 the children brought honor to the town by winning the Waugh Shield. This year we are organizing a Juvenile Boys' and Girls' Garden Club.

Summing up our six years of effort, we have surely justified our existence by making Transcona a more beautiful place to live in.

Present officers of the Society are: Mr. A. E. Payne, President; Mr. H. Morley, Vice-President; Mr. D. R. Duncan, Secretary-Treasurer. Directors: Mesdames C. Bray, D. Evans, G. E. Olive, J. W. Middlehurst, B. Simmons, and J. Williamson; Messrs. L. J. Hopwood, F. T. Lamb, G. E. Olive, W. H. Pinchbeck, W. Reid, and A. Thompson. Messrs. Sam Russell, Geo. Hopwood and Wm. Clifford are honorary life members.

---

**Transcona Board of Trade—  
"Working for Civic Progress"**

COMPLIMENTS TO CITIZENS  
OF TRANSCONA  
ON THEIR SILVER JUBILEE



**CAPITOL  
BARBER  
SHOP**

C. C. Jamieson, Prop.

11 BOND STREET, Transcona

**The Canadian Bank of Commerce**

extends its congratulations to the citizens of TRANSCONA  
on the occasion of the celebration of their  
**SILVER JUBILEE**

---

**TRANSCONA, MANITOBA BRANCH**

**J. M. McGOWN, Manager**

# CANADIAN BROTHERHOOD of RAILWAY EMPLOYEES OFFICERS 1936



SID. SIMPSON  
CHAIRMAN



JOS. GRAY  
PRESIDENT



J. LONGDEN  
REC. SECRETARY



GEO. JONES  
SECT - TREAS.

## Dorothy K. Division No. 142

IT is not only fitting, but appropriate as well, that "Dorothy K" Division No. 142, of the Canadian Brotherhood of Railway Employees, should take its place in this Jubilee record of the Town of Transcona, for it was here, in the embryo stage of Transcona's development, that this Division was formed, to give the principles of Industrial Unionism, for which the organization stands, its start in Western Canada. Dissatisfaction with the method of organization, which ignored the lower paid classes of workers, prompted a mere handful of clerks and storemen, during the trying days of 1916, to organize what was to develop into one of the largest single units of organized labor in Western Canada. As a result of the organizing efforts of Mel. Lockhart, of Moncton, N.B., a meeting was held in the home of Mr. F. J. Hall (now retired on pension), on August 22nd, 1916, attended by

the following, almost all of whom have made some mark in the history of Transcona: A. H. Kennedy, M. Burns, H. Skuse, F. Hansen, J. Steiner, C. Meisner, J. L. Meisner, F. J. Hall, H. A. Musgrove, J. R. Roberts, E. Vincent and M. Lockhart.

In consequence of the deliberations of this meeting, the plunge was taken, and the above-mentioned, launched what was then known simply as Division No. 25, Canadian Brotherhood of Railway Employees, under the able leadership of President J. L. Meisner and Secretary E. Vincent, but as the years rolled by, and these classes of railway employees began to realize the benefits of a union organized on an industrial basis, a union which made no distinction between the "white collar" slave of the office and the begrimed engine wipers, and the laborer of the shops, a union which gave full recognition to the dignity of labor in whatever

**Transcona Board of Trade—"Working for Civic Progress"**

sphere, and a union which was so evidently improving the status of those it represented, a steady influx of new members made a complete reorganization of the Division necessary in the early 1920's, due to the Brotherhoods extended jurisdiction.

It was then that the Division adopted the name it now bears, "Dorothy K," in commemoration of a former member, Miss Dorothy Keenan, who, by her devotion to the principles for which the Brotherhood stands, and who, by her keen knowledge and insight into the labor movement generally, earned for herself and the Brotherhood a highly enviable reputation, and was a tower of strength to the employees concerned, during the strikes which were incidental to the recognition of the C.B.R.E. Like other labor organizations, the Division suffered setbacks in the early depression days, but, as the stress of the times took its toll of membership in the tremendous reduction of staff, and the remaining employees began to appreciate their true economic position, officers of the Division redoubled their efforts to expound the principles of Industrial Unionism, with the result that, from the handful of clerks in Transcona by whom the Division was brought into being, its membership and jurisdiction has grown to the extent of covering all clerical employees, store employees, round house and shop laborers, not only at Transcona, but also at Fort Rouge and East Yard.

Outstanding among the original members of Division No. 25, Brother H. Skuse has the proud distinction of having been in continuous good standing in the Division since its inception. Mr. Skuse a pioneer and present day resident and property holder of Transcona, enjoys the unique and enviable distinction of possessing a dues receipt for every month of his long and distinguished membership, a record which few in the labor movement can emulate.

This record would scarcely be complete without some recognition of a few names which are contiguous with the growth of the C.B.R.E. and the Town of Transcona: J. Steiner, G. S. Brooke, T. McGregor, Sid. Simpson, A. Munroe, C. Dawley, C. Leonard, W. Minhinnick and J. Longden, all of whom have given yeomen service to their fellow

## A GARAGE WITH A PERSONAL SERVICE

We specialize in all kinds of Repairing  
and Overhauling of Motors —  
Also Vuncanizing

RADIO, GAS and OILS  
CASTROL OILS  
QUAKER STATE OILS

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D. H. CRAIG, Mgr.

Formerly Holland's Service Station

REGENT AVE. W.

PHONE 129

## CONGRATULATIONS ON THE OCCASION OF YOUR SILVER JUBILEE

Good Rooms  
at Moderate Prices

## The Prince of Wales Hotel

J. PARKS, Prop.

Parlor in connection

51 MELROSE AVENUE EAST

*A STORE SERVING  
THE PEOPLE OF  
NORTH TRANSCONA*

—  
GROCERIES - MEATS  
VEGETABLES IN SEASON  
—

TOBACCOS - CIGARETTES

## **Galik's Grocery Store**

FRANCES GALIK, Prop.

241 OXFORD ST.

PHONE 466

1914

1936

*GREETINGS TO  
TRANSCONA'S  
SILVER JUBILEE*

from

## **GREENWOOD'S FUNERAL HOME**

B. H. GREENWOOD, Prop.

116 CRESCENT RD.

PHONE 77

workers as officers of the Division, and the Town of Transcona as citizens, playing a distinguished parts in many community enterprises.

"Dorothy K" Division No. 142, takes great pleasure and pride in joining the town in celebration of this Jubilee year, and confidently and hopefully look forward to the day when Transcona becomes Manitoba's leading industrial centre and Industrial Unionism the established form of labor organization, not only on the railways where it originated, but in every form of human endeavor. The prosperity of "Dorothy K" Division is synonymous with that of the Town of Transcona, and to the furtherance of both officers and members of the Division will continue, as their predecessors have done, their efforts in every way that is honorable and just. Present day officers are: President, J. Gray; Financial Secretary, Geo. Jones; Recording Secretary, J. Longden; Chairman, Sid. Simpson.

JOS. GRAY, President.

GEO. JONES, Secretary.



PHYLLIS MCKIBBEN

Miss McKibben has won honors in elocution, passing with distinction in the junior division of the Trinity College of Music. She won the gold medal in the I.O.G.T. elocution contest in Winnipeg and held her first recital in Knox Church, Transcona, in 1935.



N. D. McARTHUR  
Local Chairman



A. E. CHUDLEY  
Chief Engineer



A. W. McCANNELL  
Secretary

## The Officers and Members of BROTHERHOOD OF LOCOMOTIVE ENGINEERS, DIV. 816

Extend Greetings to the Citizens of Transcona  
on the Occasion of the Silver Jubilee



### RED ROSE DAIRY

JOHN MEZON, Proprietor

Two miles east of Oxford, on the Kildare road, is located the Red Rose dairy, where perfect cleanliness and quality of milk and cream is the watchword of John Mezon, proprietor of the dairy.

Mr. Mezon started in the dairy business in 1919, on the dairy farm he now operates and from the first had large patronage from Transcona's residents. His fine tested herd is composed of Holstein, Jersey and Short-horn cattle and in all processes of dairying the utmost care is exercised.

The fine, modern barn shown above, with milk house in the rear, was erected in 1935 and has accommodation for 32 cattle. It is completely equipped with cement floor and stalls of the most approved type. Visitors are welcome to inspect cattle, barn and plant at all times.

Mr. Mezon, who is an active member of the Transcona Board of Trade maintains his own delivery and serves the residents of Transcona and vicinity with the product of his establishment.

# SONS OF ENGLAND

## BENEFIT SOCIETY

### *Officers*

1936



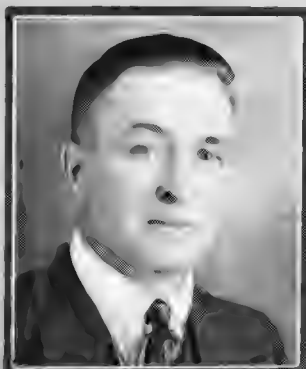
W. J. COX  
VICE PRES.



FRANK BROMLEY  
PAST PRES.



JOSEPH WRIGHT  
CHAPLAIN



JOS. NEWBY  
PRES.



JAMES BATE  
1<sup>ST</sup> GUIDE



A. T. BATE  
SEC. TREAS.



WM. HAIGH  
RECORDING SEC.



# Sons of England Benefit Society Lodge Transcona 338

By A. T. BATE.

**T**RANSCONA was but three years old when Lodge Transcona, 337, Sons of land Benefit Society was organized with 20 charter members. The charter members were T. Chapman, B. Chapman, F. J. Raven, E. Davis, G. E. Palmer, A. T. Norquay, H. Yates, B. Neil, W. H. Middlehurst, J. Middlehurst, H. Middlehurst, A. J. Wright, E. Widlake, T. Gothard, W. Newman, T. D. Kettle, T. Holmes, T. Suthers, E. Bull and W. L. Green. With these as a nucleus the lodge got underway and since that time a total of 207 members have been initiated, the present membership standing at 59.

When Transcona lodge was organized, all

Manitoba lodges were under the direct control of the Supreme lodge, with headquarters in Toronto, but in 1921 the Manitoba lodge obtained a charter and the Grand Lodge of Manitoba was formed. The first lodge instituted in Manitoba was Neptune, 144, in 1891. There are now 22 adult and nine junior lodges in the province.

The Sons of England Benefit Society is a Protestant order for Englishmen or their descendants. It carries sick and funeral benefits and also life insurance. It is gratifying to note that Transcona lodge is prosperous and active despite years of general depression.

## *An Hotel in the Heart of Business*



**ROYAL GEORGE HOTEL**  
PHIL. RIEHL, Proprietor

**Regent Avenue West**

**Transcona**

◆————◆  
*Following Photos in this Transcona  
Silver Jubilee Book taken by us:*

S.O.E.  
TENNIS CLUB  
I.O.O.F.  
AJAX CLUB  
REBEKAHS  
L.O.B.A. SWASTAKA  
CAN. LEGION  
LADIES' AUXILIARY  
TOWN COUNCIL  
SCHOOL BOARD



*HECTOR POIRIER  
Proprietor*

◆————◆ FORMERLY OF TRANSCONA

**PHOTOS THAT PLEASE**  
**Service and Satisfaction Guaranteed**

Portraits — Copy Work — Passports — Wedding Photos  
Photos for C.N.R. Passes

**GIVE US A TRIAL**

**Lyceum Photo Studio**

Established 1920

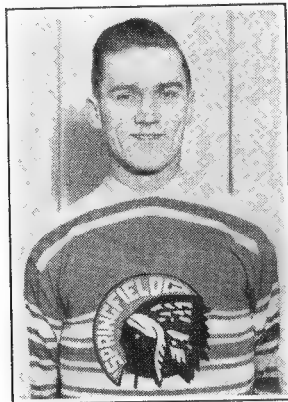
**290 PORTAGE AVE.,**  
**(Next Lyceum Theatre)**

**WINNIPEG, MAN.**  
**PHONE 96 042**

# Transcona's Attainments in the World of Sport

**T**RANSCONA is a well balanced community. Its people recognize that all work and no play will develop a one-sided life, that participation in competitive sport not only tends to a better outlook, but also a more pronounced ability to deal with the problems of life. Sportsmanship is synonymous with good citizenship, consequently Transcona has not neglected conditions which are essential to the fostering of good, capable sportsmanship. All sports find their devotees in the community, baseball, tennis, football, track and field events, bicycling and golf, are well supported in the summer, with adequate accommodation for each, while in the winter season, hockey, curling, speed skating, etc., have many capable exponents.

Space will not permit a complete resume of all Transcona's sport successes, but it will be of interest to recall some fields in which representatives of this community have excelled and consequently have brought

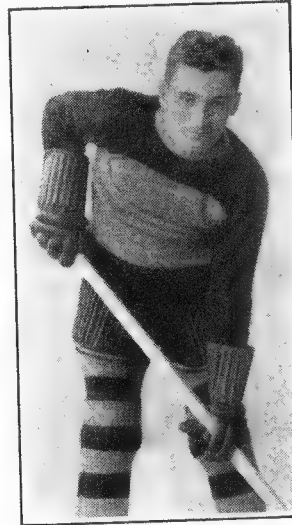


**PINKIE DAVIE**  
A bright light in hockey and a sportsman of whom all Transcona is proud.

to the town tangible evidence of their ability in their chosen lines.

## Baseball

In the days of the old Wesley Park baseball league, the Transcona Seniors were



**LEE MAKARSKI**  
Another Transcona hockeyist who has gone far in his chosen line of sport.

recognized as a colorful, hard fighting team. This year also finds the town well represented by a capable senior team with Ole Olien as manager. Successes, equal to their opportunities are confidently looked for. The club's present officers are: president, G. W. Makarski; 1st vice-president, Joe Gorai; 2nd vice-president, Alf Pitt; Secretary, E. D. Lidgate; Treasurer, W. R. Lawrie; Playing manager, O. B. Olien; Trainer, J. Strachan; Official score-keeper, M. A. Jette; Junior Team, Ross Moore.

In intermediate baseball the Transcona team won the provincial championship in 1927 and again each year from 1929 to 1934. Girls softball also finds the town well represented. Last year Transcona Tivolis were runners-up for the Winnipeg Intermediate

**Transcona Board of Trade—"Boosters of Transcona's Sports"**

# ROBERTS SCORE AGAIN !

## — SERVICES —

Brought city drug store prices to Transcona.

Installed a fully equipped dispensary to take care of all types of prescriptions.

Made it convenient for the citizens to send telegrams and receive them. Can take care of C.N.R. as well as C.P.R. messages.

Were the first to offer publicly and conveniently a Free Tube Testing Service for radio owners.

Are agents for Ormiston and Picadilly Florists. Flowers at City prices, on all types of orders.

**ALWAYS COMPLETE STOCKS . . . PATENTS . . . CIGARETTES . . . TOBACCOS**

**STATIONERY . . . RUBBER GOODS . . . GREETING CARDS** of all descriptions

## AND NOW !

A fully modern Soda Fountain of the latest type. It is of the new low style at which the children are made just as comfortable as the adults. We are now able to serve fountain drinks and delicacies of a superior quality.

### *History of Transcona Store*

ESTABLISHED IN TRANSCONA JUNE, 1925, in premises now occupied by Bolsteins Limited, until fall of 1927, when moved into store now occupied. Endeavoring to give Transcona a real Drug Store Service at all times has been our aim right from the beginning, combined with Courtesy, Honesty and fair Dealing. We welcome suggestions for better business and relationship.

**10 Years in Transcona—25 Years in Winnipeg**

**ROBERTS DRUG STORES  
LIMITED**

**TRANSCONA, MAN.**

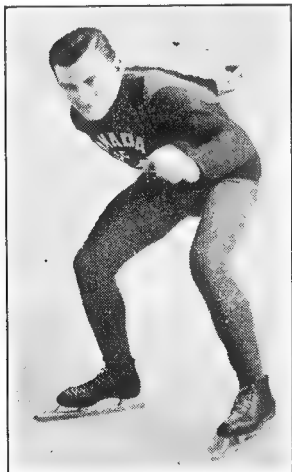


**A. BLUMM,**  
Manager Transcona Branch

softball league. This year the same team carries Transcona's colors in the Greater Winnipeg League.

### Hockey

In hockey, Canada's representative winter sport, Transcona Intermediates won a provincial title as early as 1915 and the town has been prominent as hockey exponents since that time. Transcona hockeyists have also



**STAN BACHYNSKI**  
Transcona's star speed skater  
who holds Western Canadian  
records and titles.

made their mark in senior professional company, Pinkie Davie playing for three years on the Boston team. Pinkie is a son of Mr. and Mrs. Robert Davie of Ravelston Avenue, West, and has had all his schooling here. He has already hung up an enviable reputation in several lines of sport. Among his activities may be mentioned the following: Pitcher for Transcona Intermediate baseball team, plays football for Maple Leafs, soft ball for Palmas, and was a member of the Monarch Junior Hockey team, winners of Western Canada's championship. Has also played for the Black Hawks hockey club.

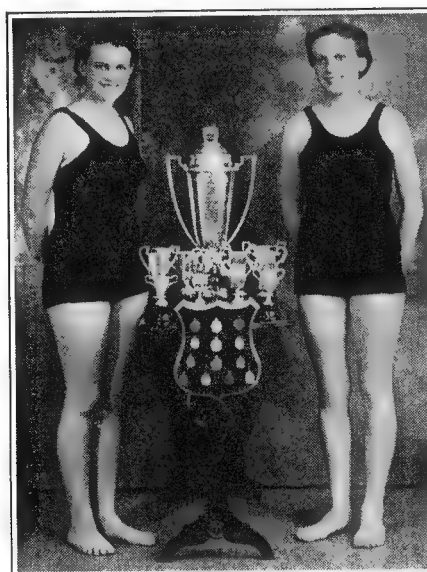
Lee Makarski is another successful hockeyist, playing for one and a half years with the Detroit Olympics. He is now a valued member of the team representing Eveleth, Minn. Of his hockey training, Leo says.

"I first learned to play Hockey in Transcona when I was ten years old on the corner of Ravelstone and Madeline Streets where my father flooded a rink with the fire hose from the Fire Department. The kids around our house used to help my father pull the hose down to the rink to flood it. Pinkie Davie was one of these kids. At that time it was the only rink open to anyone free of charge in the town. When we moved to Winnipeg I played for the famous Elmwood Millionaires for three years as a Midget and Juvenile before playing for Varsity and Monarch Juniors."

Following the example of their seniors Transcona Midget teams also did well, and one midget team gained a provincial title in 1927.

### Speed Skating

Coming to individual stars there is a most impressive list. In speed skating Stan Bachynsky, Art Raven and George McKenzie were



**WATER NYMPHS**  
Myrtle and Grace Dunnett, champion  
swimmers, who have won many trophies  
and medals.

winning contestants on many occasions. Bachinsky holds the Western Canada records for the 220 yards (19 3/5 seconds), the 440

**Transcona Board of Trade—"Boosters of Transcona's Athletes"**



(38 seconds), and the mile (2 min. 45 3/5 seconds). He also defeated Marvin Swanson,



OLE OLIEN  
Baseball ace who this season  
will guide the destinies of the  
Transcona Senior team.

U.S. national champion, in the 220, 440 and half mile, in Minneapolis last winter.

George McKenzie won the 440 yard championship at the Banff meet in 1932.

### Boxing

In boxing, amateur and professional, Transcona boys have been especially prominent.

John Ernest ("Ernie") Hetherington, has done particularly well. Born in September, 1911, he joined the Canadian National Athletic Association and commenced his career as an amateur boxer in 1930. He was the 160 pound champion of Manitoba, 1931, and in 1933 turned professional. He has had 87 amateur and 68 professional fights. Gordie Thompson was Ernie's instructor until June of last year, when he placed himself under the management of Isham Hall of Bismarck. In the Hall stable he had 24 fights in the United States, winning 21, and losing only to Larry Udell, Keywood Storey and Jimmy Best.

Bill Weston, another Transcona boy, won the middleweight championship of Manitoba in 1929, and went on to annex the Dominion title in the same class the following year.

Bill Baggley won the provincial heavy-weight title in 1931.

Bob Richmond captured the Winnipeg 160 pound championship last winter, while Dominic Rotondo captured the 125 pound novice event in Winnipeg, and Clarence Naseby was successful in events in Winnipeg Police Athletic shows.

### Running

W. Brown is a 440 yard champion who does much good work in relays as well. He



ERNIE HEATHERINGTON

was Canadian National Systems champion in 1930-31. J. McBride won the Winnipeg three mile road race last year.

### Swimming

Transcona is a bit removed from the sea-side, yet prizes have been won in swimming. Myrtle Dunnett took the Manitoba junior half mile championship last year, while Grace Dunnett can show many medals and prizes.



IRWIN R. TRILLER  
Proprietor

BRINGING

TO TRANSCONA

the best in

**TALKING PICTURE  
ENTERTAINMENT**

at Popular Prices



"The Small Theatre Beautiful"

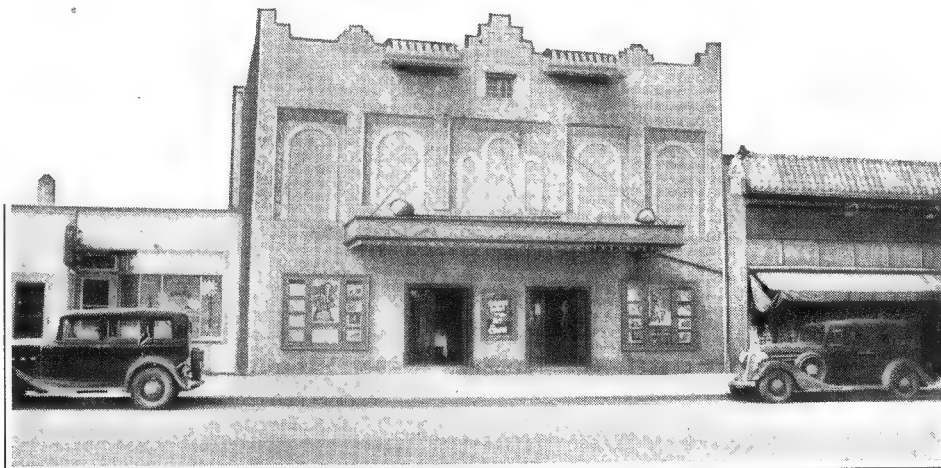


Photo by M. J. G. McMullen

The above photo shows the attractive Transcona theatre where the community can see the best the talking screen has to offer. With impressive exterior, and beautifully decorated interior in Spanish Mission style, and with complete Melophone equipment and Motiograph de luxe projection machine and comfortable seating, it is a popular place of amusement. The Transcona was built in 1931.





Myrtle and Grace Dunnett joined the Victoria Ladies swimming club in 1931 and the following year Myrtle placed third in the half mile outdoor championship, repeating in 1933, reaching second place in 1934, and winning the event in 1935. She will defend her title this summer. She has also held the club championship 50 yards backstroke, and 100 yards free style. Her sister Grace, has won the titles for the 50 yards in both free style and back stroke. The sisters share 12 cups and 13 medals and possess element-

ary and proficiency certificates in life saving.

#### Piping and Dancing

Highland piping may or may not be considered a form of sport, but the achievements of the Transcona pipe band in winning the Canadian championship in 1932 can be mentioned with pride anywhere, and the Cameron sisters have an admirable record in dancing (Highland Fling and Sword Dance) under the tutelage of their father, Alex Cameron.

#### Transcona Board of Trade—Boosters of Transcona's Athletes

## A LANDMARK WELL KNOWN TO MANY MANITOBANS---

MR. JOS. GORAI, ACTIVE SUPPORTER OF  
LOCAL ENTERPRISES, IS PROPRIETOR.



THE PRINCESS HOTEL is located in Transcona at the corner of Bond and Melrose but there is little need for such close direction for this imposing building towers well above all others in Transcona and its location is readily discernible for miles around by the large Neon sign on its roof which blazons forth its name.

This hotel is equipped with 21 rooms and has an up-to-date dining room in connection, all of which comes under the close supervision of Mr. Jos. Gorai and has resulted in the developing of a home-like feeling which has proved quite popular to not only many citizens of Transcona but also to many transients who from time to time have passed through Transcona from many and distant points.

The Transcona Board of Trade hold their monthly banquet meetings at "The Princess" and the members speak highly of the fine manner in which they have been catered to.

# TRANSCONA POLISH ASSOCIATION

## OFFICERS 1936



**KARL PYRA**  
SECRETARY



**J. PASTERCZYK**  
ORGANIZER



**M. MICHALSKI**  
PRESIDENT



**K. CHARNOBRYWY**  
EX VICE PRESIDENT



**MRS. A. OSINSKI**  
TREASURER



**J. JURKOWSKI**  
VICE PRESIDENT



**S. KUPROWSKI**  
SECT. OF FINANCE

### TRANSCONA POLISH SCHOOL ASSOCIATION

The Transcona Polish School Association was organized in Transcona in 1935 by Mr. J. Pastertzyk, and at present has about thirty members. The association engages a Polish teacher who teaches Polish to the members who take these studies in addition to their attendance at the Central School.

**Transcona Board of Trade—"Working for Civic Progress"**

## Ukrainian Association of Taras Schewenko



The Ukrainian Association of Taras Schewenko was organized in Transcona in 1913, the association being named after the famous Ukrainian poet by the name of Taras Schewenko.

The association originally occupied a hall on Harvard Avenue up to 1913. This building was sold, and the association erected a hall at the corner of Regent and Kanata in 1927, which is still occupied by the associa-

tion at the present time.

The association has approximately 175 members in Transcona. The work conducted covers gymnastics, Ukrainian night school, English night school, and ladies' associations.

The present executive officers are: Adam Kasiamchuk, president; Sam Pytryshin, secretary-treasurer; Sam Skoruski, secretary; Dan Yaremko, financial secretary; Harry Klotkovich, vice-president.

### Some Important Board of Trade Objectives That Have Been Reached !

1. Oxford street now gravelled all the way to Springfield Road.

2. Flower Beds on Regent maintained during summer of 1935 and now this summer.

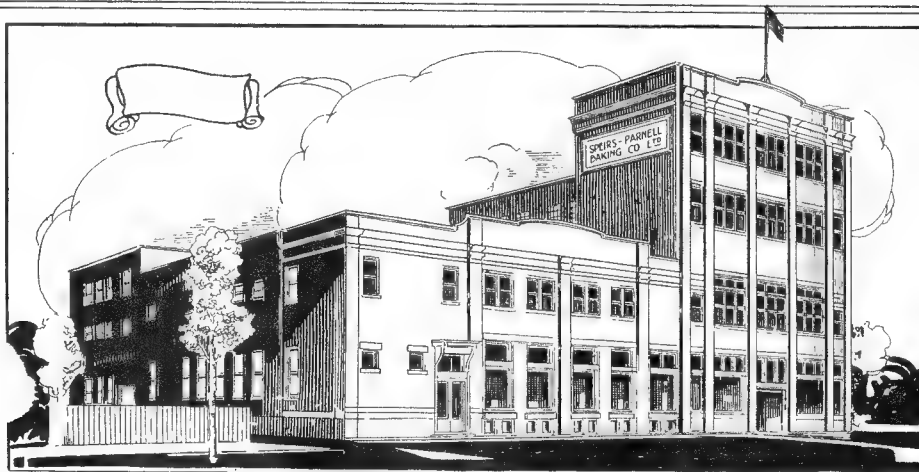
3. "Devil Strip" paved, made possible through completed petition obtained by Board of Trade.

4. Chains of lights erected across the main street.

5. Historical Booklet.

6. Road signs advertising the town have been up now for two years.

**The Board of Trade is working for the betterment of the Town, join it and give your moral support.**

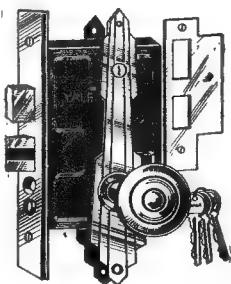


Speirs Parnell bread has been a household word in Transcona since the spring of 1924 when a daily service was commenced. This service was placed in charge of Mr. J. Davie whom we are pleased to say is still a welcome caller to hundreds of Transcona homes.

We congratulate the citizens of this progressive town on the progress it has made since that eventful day twelve years ago when our service was commenced, and express our appreciation for the splendid support and patronage we have received.

**Speirs Parnell Baking Co. Limited**

## **"YALE" HARDWARE**



- **Endorsed by Leading Architects**
- **Installed in the Majority of Public Buildings**
- **Choice of the Canadian Home Owner**

*It Offers:*

**SECURITY  
BEAUTY  
AND SMART DESIGN**

Yale Hardware has behind it a record of over 95 years serving the Public; it costs no more than ordinary Builders Hardware, yet it is recognized as the World's Best.

Distributed in Western Canada by

**Marshall Wells Companies, Limited**

**WINNIPEG - EDMONTON - CALGARY - VANCOUVER**  
**Port Arthur Regina Saskatoon New Westminster**

# People of Transcona !

Our Co-operative Greet you  
on the occasion of your

## Town's Silver Jubilee



*With your permission . . .*

We Invite You to Participate in the Co-operative System  
of Distribution of Rich, Sweet, Pasteurized



MILK

CREAM

BUTTER

AND OTHER CREAMERY  
PRODUCTS

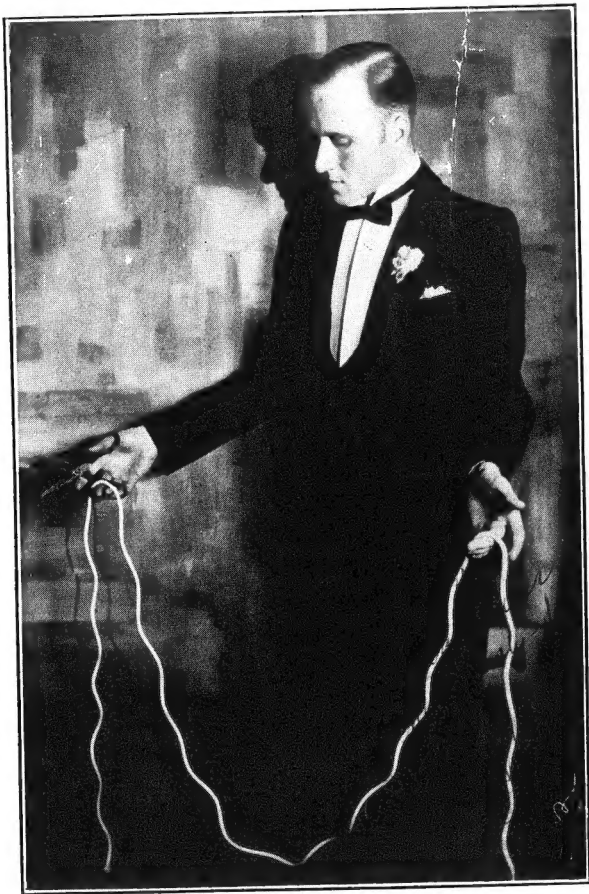
Workers & Farmers **Co-operative** Ass'n  
Limited

610 Dufferin Ave. Phone 57 354

Winnipeg, Man.

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## PRESIDENT OF TRANSCONA BOARD ALSO WELL KNOWN ENTERTAINER



THE EAST INDIAN ROPE TRICK  
—a mystifying effect presented by Mr. M. J. G.  
McMullen (Len Vintus) well known entertainer.

Mr. McMullen is the manager of the Transcona branch of the North American Lumber and Supply Company, and the manner in which he has developed and enlarged the business at this point since taking over the management in 1931 speaks well for his future success.

In the entertainment field, as well as in sports and other activities, Transcona is well to the front.

Mr. M. J. G. McMullen, who is well known professionally as Len Vintus, Magician and Ventriloquist, has fortunately been able to draw upon an invaluable training in publication work in arranging the publication of this booklet.

During the years 1922 to 1927 he edited and published "The Linking Ring," the official organ of the "International Brotherhood of Magicians" and this experience has been of great help in the preparation of this fine historical booklet.

This secret society, which now has a membership of over 6,000 members, scattered throughout the entire world, was founded in Winnipeg in 1922 by Mr. Vintus, who holds membership card No. 1, and has the distinction of having been presented with the first past president's jewel at the international convention of this society held in Kenton, Ohio, in 1926.

Mr. McMullen was born at Shoal Lake, Manitoba, in June, 1903, and received his schooling in Winnipeg, graduating from Kelvin High School in 1920. He is also a member of the Young Men's Section of the Winnipeg Board of Trade.

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**T**HE PROGRESS of each and every community and town depends, to a great degree, upon the progress of its various businesses, and this truthfully applies to the progress of the Transcona Merchants, which, having been established as a small store in 1914, has grown to be in 1936 the largest departmental store in Transcona.

The trials and endeavors of the Transcona Merchants have been many and various, but always with the one goal in view, to establish a business which would gain and hold the confidence of the public and thus be an asset to the town.

And now, in 1936, we can look back upon those years of both prosperity and depression with a feeling of satisfaction that we have won the confidence of the people through the growth of our prestige and reliability. The gaining of this prestige and reliability was accomplished only through the able and competent management of J. Margolis who has been with the firm of Transcona Merchants since its beginning in 1914.

The aim of the Transcona Merchants will continue in the future as in the past. We are proud to be able to stand and be amongst those who have worked and are working for the progress of their community.

## **TRANSCONA MERCHANTS LIMITED**

**39 REGENT AVENUE WEST**

**PHONE 390**



